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THE NATIONAL GUIDE TO INDUSTRIAL PLANNING AND EXPANSION



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INDUSTRIAL DEVELOPMENT and manufacturers record

Volume 127 July 1958 Number 8



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THE INDUSTRIAL COMMISSION*
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IN OUR OPINION...

Visiting Massachusetts last month we got into a discussion of the widespread misconceptions that exist in the minds of many people regarding the development of various regions. While professional industrial planners are generally well-informed, it is a lamentable fact that the man-in-the-street has little understanding of industrial development affairs.

For example, a public opinion survey would probably reveal that the people of New England believe most of the industrial progress of the South in recent years has come at the expense of other areas. The highly-publicized Southward shift of textiles has obscured the statistical fact that less than one per cent of new plants built in the South represent units moved from another region.

The South is widely maligned, too, as an area in which industrial development is based on "give-away" programs. There is a general impression that giving away sites and buildings is standard operating procedure throughout Dixie. Yet, the facts—well-known to close students of the science—are that subsidy programs have been defeated in the legislature of Georgia, thrown out by the courts of Florida, and simply ignored in half a dozen other states.

True, many private community groups in the South will erect buildings and offer them on an attractive basis to prospective operators. The same is true in all regions.

In other sections we often hear that "cheap TVA power" is the reason industry is expanding in the South. But the simple fact is that TVA serves less than 10 per cent of the South. And in recent years areas outside the TVA territory have led in getting new plants.

Some have the idea, too, that all of the South is like Miami Beach, with a balmy year-round climate and only a stone's throw from the Atlantic or the Gulf.

But the truth is that in most of the South you'd have to be a member of the Polar Bear Club to enjoy a midwinter swim. And the distances are great. Atlanta is 700 miles from Miami—a halfway point on the flight from New York. Dallas is 900 miles to the West.

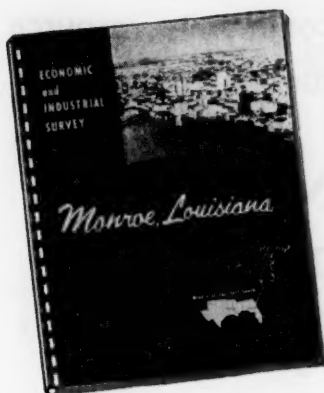
But if the South is the most misunderstood region of the country, New England must be a close second. In our visits to other areas, we're astonished to find, for example, that many people seem to think of New England as just one large economic disaster area. They've seen the newspaper reports and photographs of old, vacated, multi-story textile mills and little else.

The new, more-profitable technical enterprises that have replaced them have not received similar attention. Bad news travels faster and farther than good news.

There is a popular idea also that the East is so congested that further growth is stifled by lack of space. The people who believe this should have been with us on a recent flight covering six states.

Leaving Baltimore in our Cessna, we found Philadelphia and Newark weather reports dismal, so we swung West over Allentown, the Water Gap, Port Jervis, Poughkeepsie, and across North Connecticut. It was a beautiful hop, over farms and woodlands most of the way. Even in New England there are some forests where Daniel Boone could find ample isolation today.

These are just a few of the reasons we think the general public has little appreciation of the industrial development facts of life. It's a challenge for both site-seeking industry and plant-seeking area groups.



If you are contemplating plant expansion, look at the fast-growing Monroe, Louisiana, area. Straddling the Ouachita River between the tremendous markets of the Southwest and Southeast, the Monroe area offers you splendid opportunities for sound industrial growth. Write on your letterhead for the 53-page Monroe Economic and Industrial Survey and get full information on labor supply, taxes, utility and transportation facilities, raw materials, natural resources and state legislation affecting industry.

MONROE AREA INDUSTRIAL DEVELOPMENT CORP.

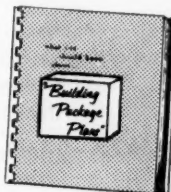


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LETTERS



SIRS: You possibly know that the Technical Aids Branch of the International Cooperation Administration has distributed information copies of your "700 Plant Location Factors!" to the industry advisors of our missions in Latin America.

Correspondence with these missions indicates a large demand for a Spanish version of the pamphlet. We are prepared to make this translation and print the necessary quantities to satisfy the demand of our Latin American missions and Spain. May we have your permission?

HARRY W. HOLZHAUER
International Cooperation Admin.
American Embassy
Mexico City 1, Mexico

► Yes.

SIRS: I have just been reading your interesting January 1958 issue of *Industrial Development*. On Page 55, you have a brief story, *Florida Economic Study Goes to First Research*, that is not entirely complete.

The Florida Development Commission has engaged two research firms to undertake an economic study which will include some 49, rather than 34 rural counties in Florida.

The First Research Corporation of Miami will study some 35 counties in peninsular Florida, while Arthur D. Little, Inc., of Cambridge, Massachusetts will study 14 counties in Northwest Florida. First Research Corporation began its work in September 1957, and planned to complete its study within 18 months. Arthur D. Little, Inc., started its program of work in November 1957 and anticipates it will require about one year to finish its study.

I hope this information will clarify any misunderstanding that might arise from your article about our Rural County Study.

S. P. GINDER, Acting Admin. Dir.
Industrial Services Division
Florida Development Commission
Tallahassee, Florida

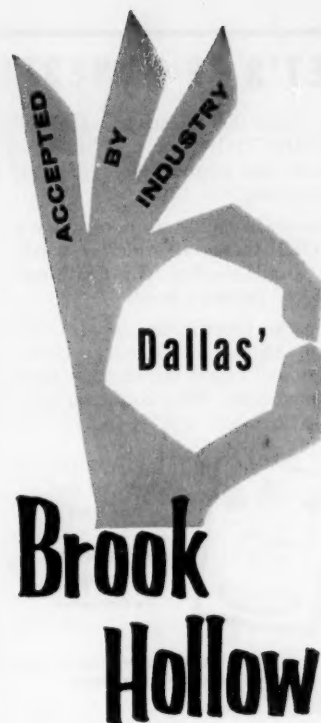
SIRS: Sometime during the past year the undersigned was attracted to a numerical listing by states of (1) Industrial Development Organizations, (2) Industrial Development Corporations, and (3) Industrial Districts...

In connection with a traffic and transportation study underway by our organization your permission to reproduce the figures would be appreciated...

A. P. FANT
G. A. Heft & Co.
820 Union Street
New Orleans, La.

► We're happy to give permission for data to be reproduced.

July, 1958

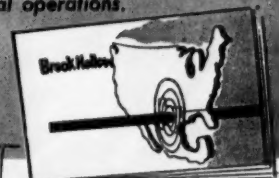


INDUSTRIAL DISTRICT

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LETTERS, continued

SIRS: The name of Conway Publications was given to me by Mr. Turnan of the Department of Commerce, Commonwealth of Massachusetts. I had gone to him for help in locating a reliable and regular listing of new business starting up in the area. We find it important to call on a new industry as soon as possible after it is founded. Strangely enough, there is no one good way to learn about these new enterprises.

Mr. Turnan suggested that your MANUFACTURERS RECORD might be useful . . . Could you send me a sample copy so that I might look it over?

SETH U. SHOREY, District Mgr.
Monsanto Chemical Company
Boston, Mass.

SIRS: Thank you very much for your quick assistance this morning in giving us approval for reprinting of the "Urban Transit" article in your February issue of INDUSTRIAL DEVELOPMENT.

Attached is a copy of our magazine "Going Places" which will be the media that we plan to put the reprint in. This magazine is distributed to some 4,000 of our nation's "thought leaders" of mailing lists which are maintained at each of our Sales offices.

J. G. WILSON
Apparatus Sales Division
General Electric Company
Atlanta 2, Georgia

SIRS: We are sharing reprints of the Savannah section with the District Authority and are sending them out to selected prospects. You are to be commended for an excellent job—and in a relatively short time. The Savannah area should benefit from this promotional effort.

Cooperating with you and Conway Publications was a pleasant experience which we hope can be repeated many times in the future. Let us know whenever we can serve you or your associates.

I. A. METZ, JR., Exec. Dir.
Savannah Chamber of Commerce
100 Bay Street,
East Savannah, Georgia

SIRS: We have just received our copy of the 1958 Blue Book. . . . On page 80 under the heading "Texas" you show the location "Brazosport." Actually, Brazosport is not a political subdivision but is composed of the cities of Clute, Freeport, Lake Jackson and towns of Lake Barbara, Oyster Creek, Jones Creek, Richwood Village and intervening unincorporated areas. The term "Brazosport" is very definitely indicative of the homogeneity and common interests of the people of this area. However, in strict accuracy you should probably also show the name Freeport with a notation "See Brazosport." We call this to your attention because there may be times when your directory will be used as a reference by people who may search the map of the State of Texas in vain looking for Brazosport.

For future issues of the Blue Book may we suggest that a full page map of each of the states precede the section devoted to the particular state. . . .

Your Blue Book is becoming a more and more useful reference book each year. Keep up the good work.

H. L. CROMWELL
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BALTIMORE

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tax
exemptions

IN THE
HEART OF
THE EAST

NEW INDUSTRIES in Baltimore City will be completely exempt from taxes on tools, machinery, and inventories effective July 1, 1958.

EXPANSIONS OF EXISTING industries will also be completely exempt from taxes on tools and machinery after that date.

THUS BALTIMORE, BY ACTION of the Mayor and City Council, re-establishes the favorable tax climate that has been a major factor in the area's industrial growth through the years.

OVER \$1 BILLION WAS INVESTED in new plants and expansions in the Baltimore area during the last 10 years. Some of the nationally-known firms whose growth in Baltimore contributed to this record are:

<i>American Can</i>	<i>Glidden</i>
<i>American Radiator</i>	<i>Kaiser Aluminum</i>
<i>Armco Steel</i>	<i>The Martin Co.</i>
<i>Bendix Aviation</i>	<i>Olin Mathieson</i>
<i>Bethlehem Steel</i>	<i>Revere Copper & Brass</i>
<i>duPont</i>	<i>Western Electric</i>
<i>General Motors</i>	<i>Westinghouse</i>

For factual plant location information about the Baltimore area, consult: **THE INDUSTRIAL BUREAU
BALTIMORE ASSOCIATION OF COMMERCE**

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The oldest industrial development agency in America

FLOODS . . . and how to

Among all the factors which must be considered in selecting a site, flood hazards rank among the most important. A site which is otherwise extremely attractive can be a potential booby-trap. Here's a review of sources of governmental aid and advice from an expert in the field . . .

By Jame E. Goddard
Chief, Local Flood Relations Branch, TVA

FROM THE beginning, floods have been a natural enemy of industries. This has been due to the need of industrialists to locate on streams which were at first the only source of power and later became an economical means of heavy transportation. The economy of obtaining an abundant water supply added to the overwhelming desire to locate as close to the source as possible.

All of these factors led to developments that meant increased flood damages as nature claimed its water course and flood plain for the flood waters that soaked and swirled and too often swept away man's improvements that had been flaunted in her face. In recent years, as a result of severe flood losses throughout the country, more and more industries have become conscious of the flood hazard and recognize it as one of the major factors in determining the location of a plant.

Figure 1 is a view of a large industrial plant in western North Carolina which suffered heavy losses from a flood in August 1940 as the water reached

avoid them



an elevation three feet higher than that shown in the picture. That corporation built a higher dike around its plant following this flood. And when a large expansion was built in eastern Tennessee a few years later, the corporation was careful to select a site where there was little danger from flooding!

Some industries have basic processes which must operate continuously for economical production. As a safety factor, they have generally arranged for a supplemental or standby power system. But many of them proceeded to locate in areas where their plants were vulnerable to flooding and resultant shut-downs!

Why have industries located so many valuable improvements in areas that are subject to flooding? Sometimes the potential dangers were not fully understood by responsible officials, and the temptation to buy a large acreage of flat land at low cost was too great.

At other times the lack of necessary flood data or inability to understand flood data in the form in which they were presented may have contributed

to the decision. There may also have been a lack of coordination between the promoters or planners and the engineers because their abilities were not pooled effectively.

The rapid growth and increased urbanization of our population is resulting in a spiralling intensification of flood problems. Flood plains of streams and coastal areas in and adjacent to cities are temptingly attractive building sites. This because they are fairly level, generally do not present as many physical obstacles to construction, and are often conveniently located.

Hazard Areas

Railroads and highways are located in those flat areas with gentle grades. The large areas required for industry are often found in these hazard areas. Unfortunately, little thought is given to the reason why such areas are still undeveloped and available—or to the fact that our fathers recognized flood dangers in those areas and stayed out of them.

This does not mean that industry

cannot locate near streams in order to take advantage of water supply and water transportation, but it does mean that the flood hazard should be considered in arriving at a decision concerning the most economical site. Pertinent flood data necessary for proper consideration of a site for development should include all available information on historical floods and estimates of floods that may reasonably be expected to occur in the future.

Maps, such as Figure 2, showing areas inundated by floods of the past as well as those larger floods that may be expected and elevations of the various floods in profile form, such as Figure 3, will permit easy determination of depths of flooding.

The rate of rise and fall of flood waters as well as the velocities in the main channel and in overflow areas is also important, as the former is a guide to the time that may be available for evacuation of protective measures, and the latter is required by the engineer for safe design of structures. The length of time an area is inundated to variable

FLOOD HAZARDS

depths indicated is valuable information for planning operations with the minimum of interruptions. These data are shown by stage hydrographs such as that shown in Figure 4.

Tabulations and charts showing floods of records and their respective

maximum heights will provide useful information concerning frequencies and relative depths of flooding. Figure 5 is an example of such a chart.

The determination and consideration of the larger floods that may be reasonably expected to occur at a proposed

site is a major factor to be considered. An article in *Fortune Magazine* telling of the damage in the Naugatuck River Valley of West Central Connecticut during the 1955 Hurricane Diane lamented "... they had prepared for the future in terms of the past, and when the future arrived on August 18 and 19 it so far exceeded expectations as to render all preparations futile."

It is not necessary that industry always provide for the highest flood that could possibly occur, but it is important to be alerted to the fact that all areas have not yet experienced floods equivalent intensity and severity. For that reason, an engineering study should be made in order that a full picture of a flood hazard will be available to the officials planning a new plant.

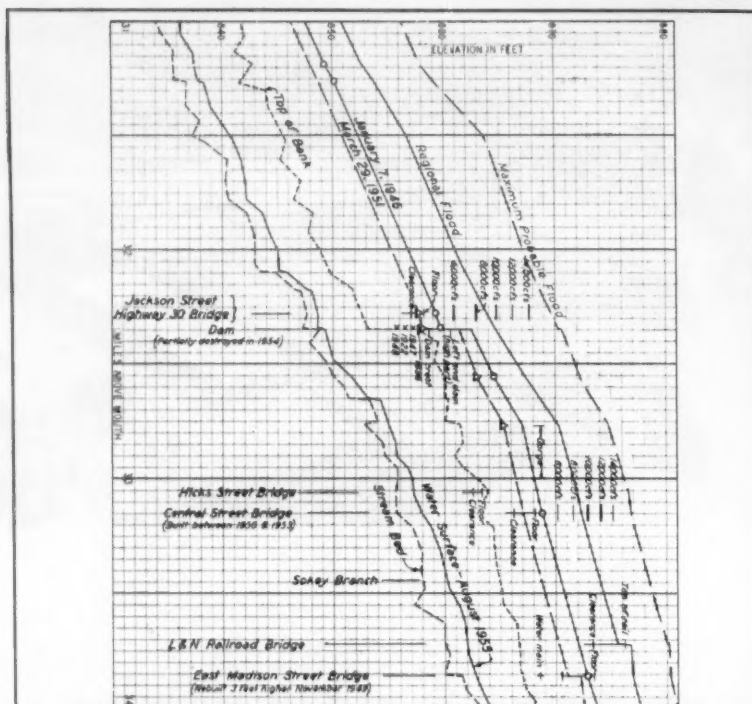
The Tennessee Valley Authority is cooperating with communities and the Valley states in a local flood damage prevention program. In carrying out its multipurpose operations in the Tennessee River Basin, TVA has obtained information on rainfall, runoff and other technical data bearing on the occurrence and magnitude of floods in many localities of the region.

Flood Data Offered

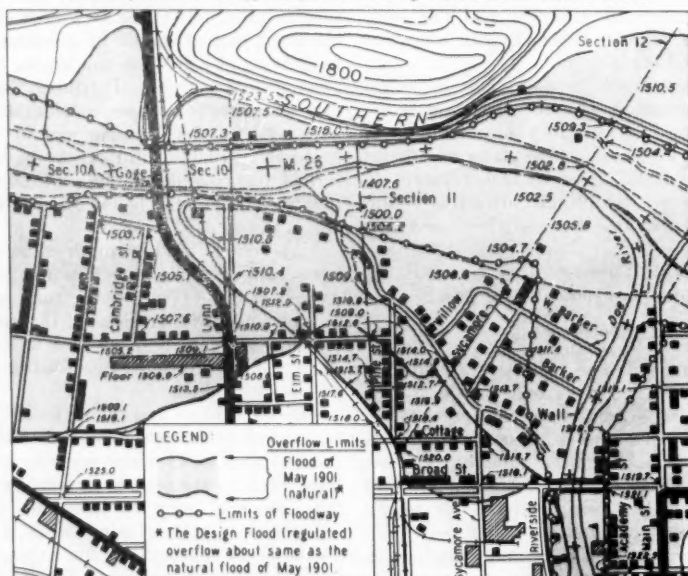
These data are being supplemented where necessary by some further field investigations and the total information of the type mentioned above as necessary for considering a possible site—is freely available to the states, communities, and groups which are planning for local flood damage prevention. In addition, TVA is providing limited technical assistance upon request of state and local officials on engineering and other technical problems in their development of plans for flood damage prevention or abatement.

Requests for information on more than 60 cities in five states have already been received by TVA. Data and studies have been furnished to 33 communities—twenty-one in Tennessee, two in Kentucky, two in North Carolina, four in Virginia, and four in Alabama. Studies for about ten additional communities are being scheduled each year.

After the report outlining the local flood situation is available, the community arranges for its comprehensive plan for future expansion of the city to be reviewed and considered in light of the flood data. The local flood problem is analyzed and alternative ways for meeting the situation are investigated.

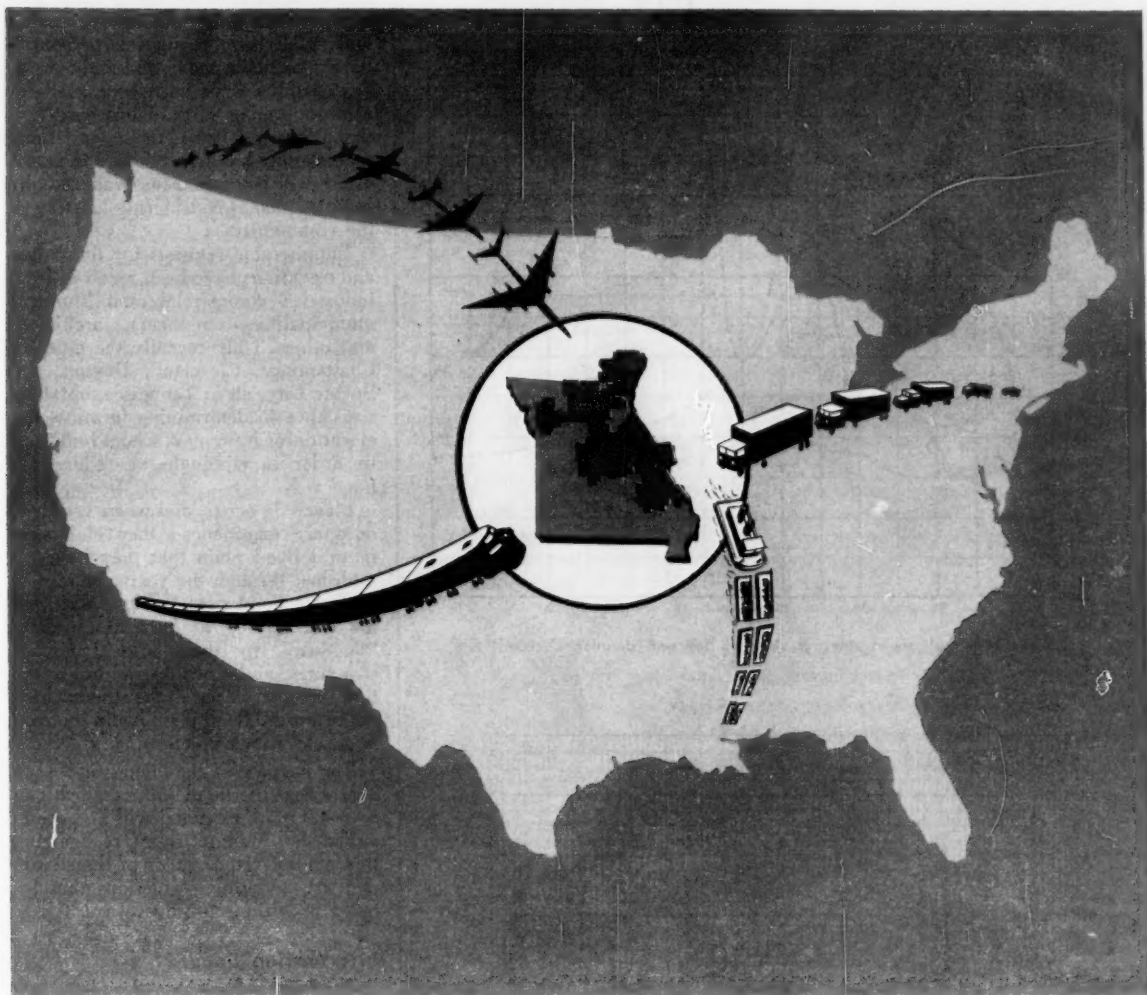


This is a portion of a typical profile showing elevations of various floods.



Portion of map showing areas inundated by floods and limits of a proposed "floodway."

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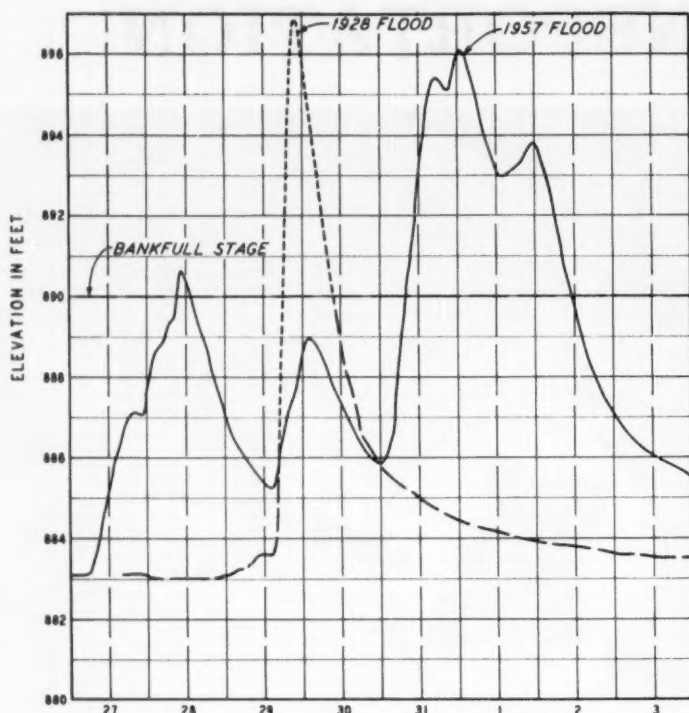
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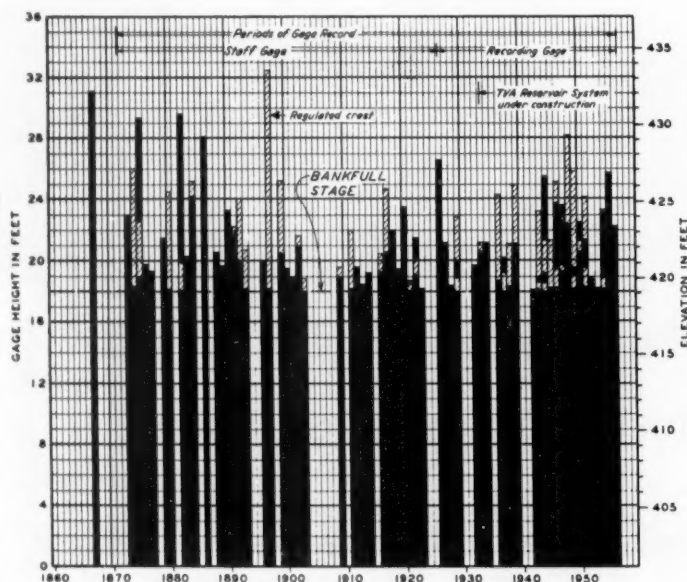
MAin 1-3222

UNION ELECTRIC





Stage hydrograph shows rates of rise and fall and duration of flood.



The chart shows dates and respective heights of floods.

The assistance of planners on the staff of the state planning agency and further technical assistance of TVA is utilized. These planning studies for the prevention of flood damages include recommendations for flood plain zoning—revising the zoning ordinance and subdivision regulation to control developments in the flood hazard areas. Such studies have been completed for a large number of the communities in the Tennessee River Basin and flood plain zoning has been adopted in many. These will be of immense value to any industry that is considering locating in the community.

Innumerable requests for flood data and elevations have been received from industries, commercial establishments, municipalities, engineers, architects, and others. Only recently the cities of Chattanooga, Cleveland, Dayton, and Spring City, all in Tennessee, obtained assistance in determining location and elevation of large new school buildings in order to eliminate or reduce the flood risk.

Floods do occur, and whenever large ones are experienced they claim the natural flood plain that they have established through the years. Studies of available flood data indicate the need for maintaining at least a minimum "floodway" for these flows. Land fill, structures, and other restrictions to the flow of water placed in the stream channel or on the flood plain could increase flood elevations upstream.

The purpose of the "floodway" is to assure that the flood waters which can reasonably be expected will be accommodated. Communities are recognizing this natural requirement of the stream and are adopting regulations that include provisions for floodways.

Information Sought

The Federal Housing Administration, Veterans Administration, Public Housing Administration, Urban Renewal Administration, Tennessee Bankers Association and other groups associated with the real estate loan business have expressed their interest in TVA's flood reports and their desire to obtain information for sites which are subject to flooding.

Highway, Industrial, and other Departments of state governments have requested and are using this information as rapidly as it becomes available. For example, the state industrial development organizations of the states for which flood reports have been pre-

pared are utilizing data from the reports in briefing industrial prospects.

One of the 33 communities using the flood data that have been made available is Calvert City, Kentucky. That area, located near the mouth of the Tennessee River, has grown into a great electro-chemical and metallurgical manufacturing center. The desire of industries to utilize the data in the flood report as a guide in determining future plans and developments has been indicated by the numerous requests for copies of the Calvert City report.

The president and the production manager of a large industrial organization were recently inspecting possible sites for a proposed new plant. These were all located along the Tennessee River or on the lower reaches of its principal tributaries where navigation was available. They expressed their surprise and appreciation when they learned that a complete flood picture of each of the sites was available along with other pertinent information. It permitted them to make quick and sound decisions in respect to the various sites for meeting their requirements.

Flood-free Sites

Many industries have experienced the ravages of flood and today are insisting on complete data which will permit them to select flood-free sites along navigation channels and elsewhere.

TVA flood reports have been used by many communities in each of the seven states, portions of which are drained by the Tennessee River Basin. It has also given direct assistance to large industries seeking sites for new plants in the Valley. A large number of the industries to which direct assistance has been given desired to take advantage of the navigation benefits of the TVA system.

Since TVA was created in 1933, about 100 new waterfront industries and terminals have been established along the navigable waterway. These represent an investment of nearly \$540 million of private capital. Most of these plants have been established on flood-free sites, and the remainder have located with full knowledge of the flood risk involved.

In addition to the more complete data for the limited region of the Tennessee Valley that TVA has in its files, much flood information for thousands of sites throughout the country is available in the files of the U. S. Geological

A native of Indiana, James E. Goddard received his degree in civil engineering from the Rose Polytechnic Institute in 1928. After wide experience on a number of engineering projects involving flood control, Mr. Goddard joined the Tennessee Valley Authority in 1933. He did work of increasing importance with that organization until the beginning of World War II during which he served for five years with the Army, including many overseas assignments. He returned to TVA after the war and is now chief of the Local Flood Relations Branch. Mr. Goddard is a member of a number of engineering and technical organizations and is active in civic affairs in Knoxville.



Survey, Corps of Engineers, and the U. S. Weather Bureau. With relative minor studies those offices can extend the limited flood picture to include thousands of additional areas. And complete flood studies could be made as needed.

Officials of industries considering building sites along waterfronts or in low areas should avail themselves, through professional engineers, of those data and the advice of the trained spe-

cialists in those engineer offices. It will pay off in large dividends—less loss and more profit to the industry, more permanent and continuous work for the employees, reliable production during times of strife or war, balanced economy for the region due to continuous and permanent operations, and savings to the community and state and federal government which may have been asked to supply protection from damaging floods.



Thinking about locating a plant in Ohio, Indiana or Illinois? Then check Nickel Plate's survey service.

NKP has information on available sites—plus facts on utilities, taxes, transportation and other data you'll need to know. In fact, every NKP survey is tailor-made to *your* requirements.

Let NKP know those requirements. Please contact M. H. Markworth, Nickel Plate Road, 1405 Terminal Tower, Cleveland 1, Ohio. MAin 1-9000.

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I Q TEST FOR COMMUNITIES

One of the most difficult phases of any plant location process is the final decision between a few competitive communities. Here's a new outline which may help you determine which community is best equipped to accommodate your new facility . . .

MADISON, WIS. A new "Community IQ Test" has been introduced throughout Wisconsin by the State Division of Industrial Development. Although designed to aid communities in self-evaluation, the plan can be equally useful to site-seeking firms in comparing competitive communities.

Called officially a "Self-Evaluation and Improvement Plan for Wisconsin Communities," the IQ test has been used to good effect by some 250 Wisconsin industrial development corporations and chambers of commerce.

The self-test covers seven major aspects of community industrial development:

Administrative organization, research for basic data, inter-agency relations, industrial sites, promotion, finance, and aid to existing industries.

Questions to be answered under each topic cover vital phases of operation with which local volunteers ought to be concerned.

All told, there are 56 questions. An affirmative answer to each question nets



Industry executives in Wisconsin are impressed with the efforts of local communities to prepare themselves for industrial expansion. Here Walter Noble (left), vice president of Decar Plastic Corporation, and Joseph Graber, general manager of The Graber Company of Middleton, Wisconsin, discuss plant site data resulting from local community study.



Robert L. Koob (right), director of the Wisconsin Division of Industrial Development, explains the Wisconsin Community Self-Evaluation Study to Leon Robbins, a retired railroad executive and president of the Pardeeville, a Wisconsin industrial development corporation.

from one to 10 points, depending on the importance of the subject to the overall development program. Maximum possible score is 200.

With a "Dun and Bradstreet" flavor, the test confers a range of ratings from "AAA" for a score of 160 points or better to a low of "C" for communities scoring poorly.

Typical questions go like this:

Has our group secured from the general public a large measure of support and confidence?

Have we worked closely with the city council, village board, county board?

Have some individual or team been assigned responsibility for gathering

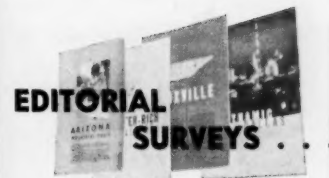
basic information about the community?

Have we identified and obtained information on sites available for industrial use?

Have we analyzed carefully the question of providing some sort of financing for an industry?

Have we discussed with our existing industries our desire to be of assistance?

Pondering questions like these, local groups throughout Wisconsin are making serious appraisals of their industrial development efforts, determining their community IQ's, and learning what needs to be done to improve their



and plant location reports

Since before the turn of the century **MANUFACTURERS RECORD** has issued special studies of specific cities and areas to assist the site-seeking industrial firm. Today, through the combined coverage of **INDUSTRIAL DEVELOPMENT** and **MANUFACTURERS RECORD** this tradition of leadership in this field is being extended and carried forward.

Before you go site-seeking, take advantage of background studies which have already been prepared for the areas listed below. Generally, reprints are available gratis.

Area	Publication	Date
Mattoon, Ill. (ID-MR)		June, 1958
Florida Bay Area (ID-MR)		June, 1958
Western Mississippi (ID)		May, 1958
Savannah Ga., area (MR)		May, 1958
Knoxville, Tenn. (MR)		April, 1958
Charleston, S. C. (MR)		March, 1958
Dallas, Tex. (MR)		Feb., 1958
Louisiana (ID)		Jan., 1958
Cobb County, Ga. (MR)		Jan., 1958
Arizona (ID)		Dec., 1957
Pennsylvania (ID)		Sept., 1957
Canada (ID)		Aug., 1957
Petersburg, Va. (MR)		Aug., 1957
Southwest Ga. (MR)		July, 1957
Charlotte, N. C. (MR)		Feb., 1957
Meridian, Miss. (MR)		Jan., 1957
Little Rock, Ark. (MR)		Oct., 1956
Raleigh, N. C. (MR)		Aug., 1956
North Carolina (ID)		July-Aug., 1956
Memphis, Tenn. (MR)		May, 1956
Jackson, Miss. (MR)		March, 1956
Chattanooga, Tenn. (MR)		Feb., 1956
Pacific Northwest (ID)		Jan.-Feb., 1956

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COMMUNITY TEST

preparation for industrial development.

And how do Wisconsin communities stack up on the Wisconsin DID scale?

Very well.

For 55 industrial development corporations replying so far, the average score is 148, the range being from 70 to 194.

For 10 chambers of commerce, the average score is 144, with a range from 98 to 190.

Larger cities tend to score somewhat higher than do smaller communities—157 to 144 on the average.

As you might expect, older corporations score higher than do new corporations—160 to 140.

In general, the groups score themselves high on administrative organization, inter-agency relations, finance, and aid to existing industries; so-so on research and industrial sites; and low on promotion.

Here are some points that usually rate a "yes" answer in the Wisconsin survey:

1. A responsible committee or corporation in existence.
2. Group acts as a team.
3. Local bankers support program.
4. Industrial sites information available.
5. Financing discussed with city officials.
6. Secured backing of leading business clubs.
7. Work closely with city council.

And here are some "soft spots" in Wisconsin community development, as local leaders see them:

1. No list for selected direct-mail contacts.
2. No selected-prospect list for personal contacts.
3. No ads in metropolitan papers.
4. Little promotional literature to utilities, railroads, realtors.
5. No calling extensively on industries.
6. Little seeking of cooperation from labor groups.
7. No factual data filed with the State Industrial Development Division.
8. No site data on maps.
9. No factual data summarized in some type of booklet.
10. Industrial sites not sufficiently protected from encroachment by residences.

You might think local pride and enthusiasm would "color" the answers in DID's IQ test, but the evidence indicates Wisconsin communities have leaned over backward to be frank, hon-

est, and realistic.

For example, one Wisconsin community which has attracted six new industries in the space of a year nonetheless rated itself at less than 160 on the DID scale.

"It is this fact which has been most encouraging to us," says Robert Koob, Director of the State Division of Industrial Development.

"We know that the greatest success in industrial development has been enjoyed by those communities which have worked hardest to prepare themselves, so we are hopeful that the immediate result of our evaluation system will be an intensification of effort in all of our communities to take long, hard looks at their programs."

The reactions of Wisconsin communities perhaps best reflect the value of this self-evaluation study. One typical comment from a community which has been active in development work for several years comes from Mr. Roy Menzel of the Stevens Point, Wisconsin Development Corporation. "This evaluation program served as a great stimulator for us. While we thought we were doing a good job, this study made us re-evaluate our efforts and suggested self-improvement and more concerted action in several different areas."

Mr. Joseph Graber of the recently organized Middleton, Wisconsin Development group had this to say: "Since our community was just getting organized this study served as a blueprint for our entire operation. It gave us the 'how to' guide so sorely needed by any town seriously considering inaugurating an industrial development program."

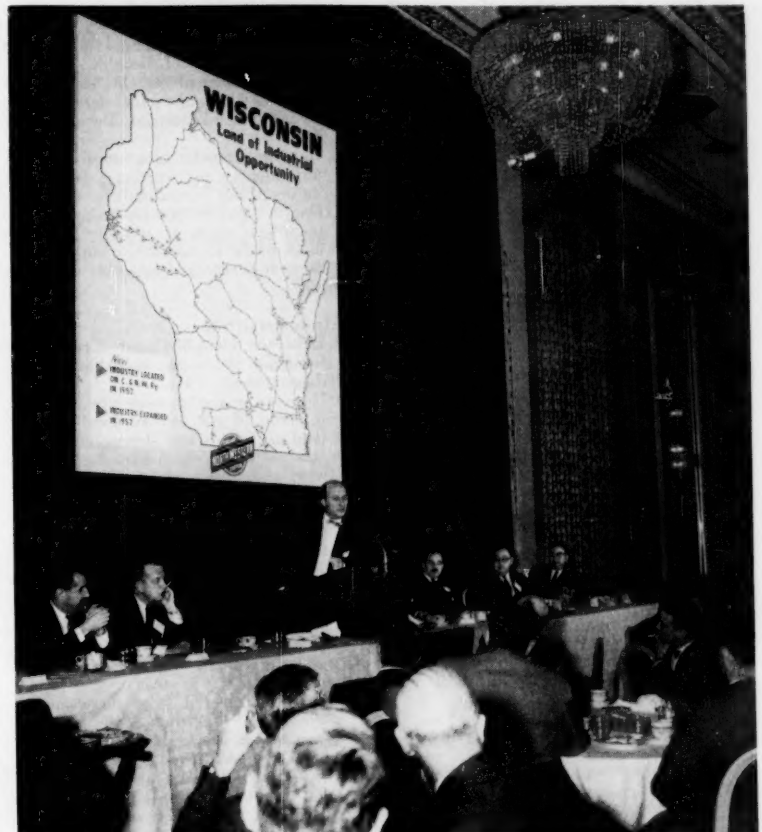
Like any test, Wisconsin's community IQ scale is no solution in itself. But Wisconsin's industrial development leaders are confident it can help point the way to progress at the local level—which is where the industrial development battle is always won or lost.

The man who worked out this first official statewide community industrial development evaluation system is Dr. Philip Sundal, DID research director.

He says:

"Furnishing realistic, professional performance standards to local communities should give direction to the enthusiasm of local volunteers and earn for Wisconsin new recognition as a state that is 'ready' when industrial development opportunities knock."

Following are the questions included in the Community IQ Test. For each question answered "yes," the commu-



Indicating unusual interest in the development of communities in Wisconsin was the conference held recently in Milwaukee under the auspices of the Chicago and North Western Railway. Attended by more than 300 community leaders from throughout the state, the session heard C & NW Chairman Ben W. Heineman (above) discuss the role of the railroad in industrial development.

nity scores the number of points indicated in the parentheses after each item.

I. Administrative Organization

1. Does our community have a group (a committee, a development corporation, or whatever one may call it) which has been recognized as the group responsible for industrial development? (10)
2. Has our group secured from the general public a large measure of support and confidence? (4)
3. Has our group secured the solid backing of the leading business organizations? (4)
4. Are the local bankers supporting our program? (4)
5. Do we have regular meetings? (3)
6. Do we have sufficient working capital to enable us to conduct the necessary affairs in a business-like manner? (3)
7. Have more than half of the members of our group served at least 2 years—or, if the group was created less than 2 years ago, have more than half the members served since its creation? (2)
8. Can we count on almost full attendance at meetings? (2)
9. Does our group operate as a "team," a

closely-knit unit, in its discussions and public relations? (2)

10. Have the members of our group been assigned specific responsibilities and areas in which we have special authority—for example, individual members or sub-committees specialize in such subjects as sites, financing, basic information, and contacting prospects? (2)
11. Have we sought out for a member of the group someone who can analyze a prospective company's financial history, management and market potential? (2)
12. Has an industrial development corporation been created? (6)
13. Have we formulated a definite program or plan of action? (2)

II. Inter-agency Relations

14. Have we worked closely with the city council, village board, and county board? (4)
15. Have we worked cooperatively with the local newspapers, radio stations, etc.? (3)
16. Have we presented our program to the civic groups (service clubs, fraternal groups), asking for their cooperation? (3)
17. Has cooperation of labor groups been sought? (2)

COMMUNITY TEST

18. Have we made contact with industrial development men of the railroads serving the area? (2)
19. Have we contacted representatives of the electric utility serving the areas? (2)
20. Have we contacted the State Division of Industrial Development, Bureau of Community Development, or other public agencies that work with industrial development? (2)
21. Have members of our group become acquainted with duties of state regulatory and advisory agencies—for example, Public Service Commission, Industrial Commission, State Board of Health, State Vocational Board, etc.? (2)

III. Research—Basic Data

22. Has some individual or "team" been assigned responsibility for information gathering? (4)
23. Has information been gathered on the following items? (The typical amount of work or effort required explains in part the scoring of these items.)
 - A. Population—local, county, commuting area. (1)
 - B. Labor supply—numbers, skills. (3)
 - C. Wage rates—typical entering, average. (2)
 - D. Unions, labor relations, etc. (2)
 - E. Area natural resources—volume of wood products (if pertinent), minerals (if any), agricultural raw materials, etc. (2)
 - F. Industrial sites. (2)
 - G. Existing manufactures in area—size, products, etc. (2)
 - H. Highway system, weight restrictions, etc. (1)
 - I. Rail transportation—schedules, service to main cities, etc. (1)
 - J. Truck lines serving community. (1)
 - K. Airport facilities, services—air cargo. (1)
 - L. Electric power—availability, rates (for small power users, esp.). (1)
 - M. Natural or manufactured gas—availability, costs. (1)
 - N. Water supply, quality, adequacy. (1)
 - O. Sewage disposal—adequacy, costs. (1)
 - P. Fire protection—insurance rates, etc. (1)
 - Q. Schools—facilities, building needs, etc. (1)
 - R. Property assessments and tax rates. (1)
 - S. Local Government—revenues, budget, debts. (1)

- T. Major state taxes affecting business and industry. (1)
24. Have we put the factual information into some type of booklet, brochure, folder, or other presentable form? (6)
25. Have we filed our factual data with the Division of Industrial Development? (3)
26. Have we started a program of local improvements to correct deficiencies shown in our factual data? (3)
27. On the basis of our research, have we identified types of industry that are most likely to succeed in our community, and that are desirable to have? (3)

IV. Industrial Sites

28. Have we identified and obtained information on sites available for industrial use? (4)
29. Have we analyzed these sites carefully in terms of our over-all local plan for land use, roads and streets, etc.? (3)
30. Has zoning of these sites for industry been obtained? (3)
31. Have we protected the industrial districts from encroachment by residences? (3)
32. Have we put site information on a map, outlining tracts, nearest utility hook-up, etc.? (3)
33. Can our group speak authoritatively to prospects about the weight-bearing characteristics of the soil for buildings, about the depth of water table, drainage, etc.? (2)
34. Have we secured from the owners a substantial "meeting-of-minds" (contract or option) as to price and terms? (4) (If your group owns the land, a "yes" answer is assumed.)
35. All things considered, can our group guarantee to prospects one or more desirable sites at a fair price? (2)

V. Promotion

36. Do we have a definite industrial promotion program? (4)
37. Have we prepared copy, such as a brochure or fact booklet, for distribution? (6)
38. Have we chosen some item or two for special emphasis, to make our community stand out? (2)
39. Have we distributed promotional literature to utilities, railroads, realtors, etc., using a personalized approach? (3)
40. Have we alerted all our residents to the possibilities of identifying industrial prospects and of giving leads to our group? (2)
41. Have we developed a list for selected direct mail contacts? (4)

42. Have we developed a selected prospect list to be contacted personally? (3)
43. Are we really getting out and calling on industries, in our area and outside, without previous leads as well as after getting leads? (3)
44. Are we keeping records of all our contacts with industrialists, esp. for follow-up? (2)
45. Do we have a clear understanding among the members as to our roles and responsibilities in negotiations with prospects? (2)
46. Do we carefully plan for meeting whatever situations may arise in connection with an inspection call by a "live prospect"? (2)
47. Have we occasionally run a small ad in a metropolitan paper emphasizing some industrial fact about our community? (2)
48. Have we considered the possibility of getting newspaper and magazine feature stories—free advertising? (2)

VI. Finance

49. Have we analyzed carefully the question of providing some sort of financing for an industry? (6)
50. Have we discussed with local financial institutions or private lenders the possibility of help from these sources? (4)
51. Have we become familiar with the rules and regulations governing issuance of stocks and notes (debentures) by community development groups—specifically, the Department of Securities? (3)
52. Have we discussed with officials the help the city (village) might give—purchase, convey sites, extend utilities, etc.? (3)

VII. Aid to Existing Industries

53. Have we thoughtfully become acquainted with the problems and needs of industry in our community? (4)
54. Have we discussed with existing industries our desire to be of assistance in any possible manner? (3)
55. Have we sought the advice and cooperation of existing industry for our development program? (2)
56. Have we brought to the attention of our small industries the counselling and technical aids available? (2)

After the test results are tabulated, ratings are established as follows:

1. AAA Rating. At least 160 points, with balanced program. Table below shows score needed for each of the seven sections of the program. If your score in one or more sections is below that needed, you receive the next lower rating.
2. AA Rating. 100 to 160 points. Table below shows score needed for each phase of the program.
3. A Rating. 50 to 100 points. A minimum accomplishment in each phase of the program. See Table.
4. B Rating. A "yes" answer to question No. 1 required. 10 to 50 points.
5. C Rating. A "no" answer to question No. 1. Essentially, no program.

Scoring Table For Community IQ Test

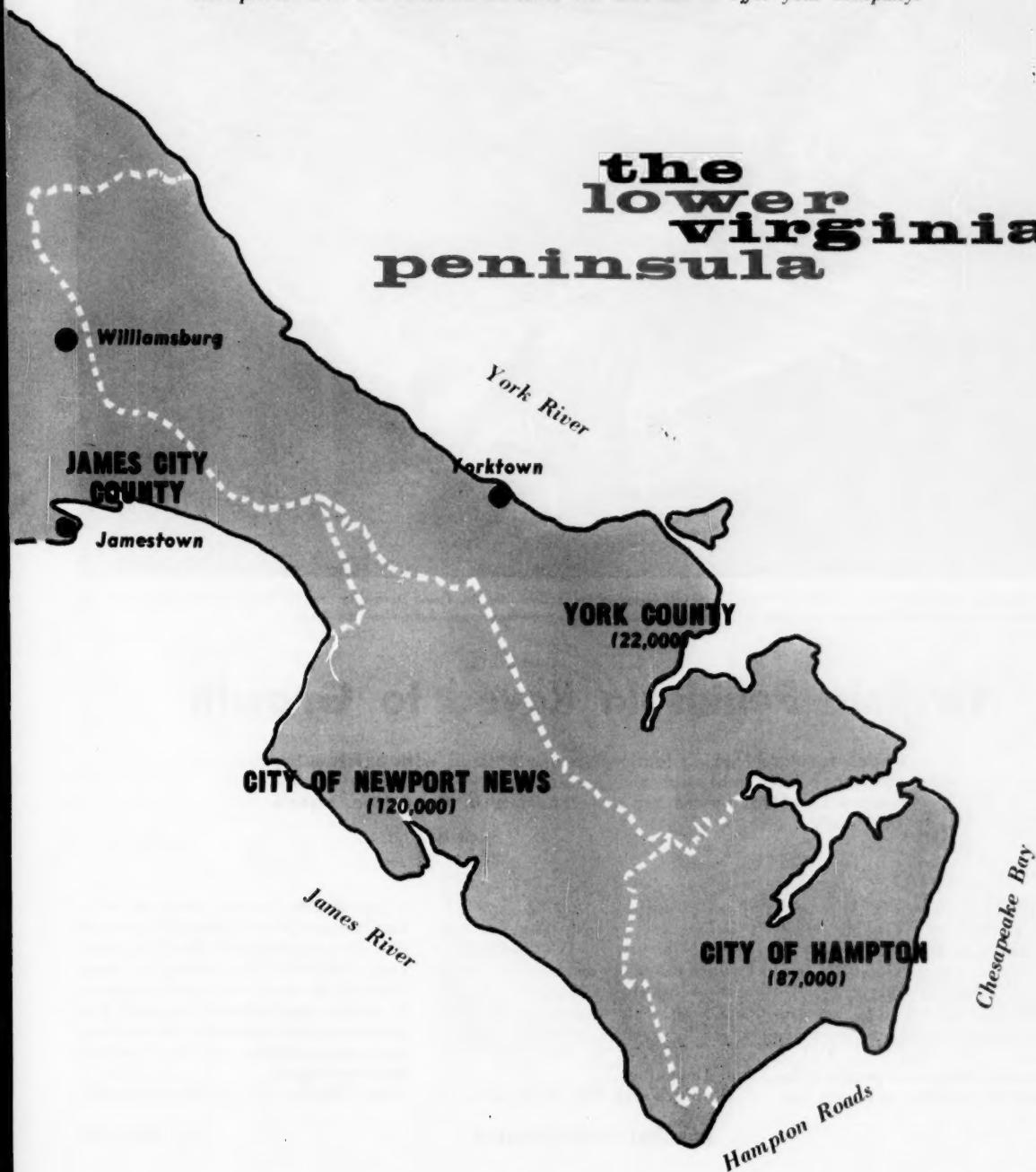
Section	Maximum	Your Score	Score Needed for Rating				
			AAA	AA	A	B	C
I.	46	_____	38	24	12	10	0
II.	20	_____	16	11	7	0	0
III.	46	_____	36	21	10	0	0
IV.	24	_____	19	10	4	0	0
V.	37	_____	29	17	7	0	0
VI.	16	_____	13	10	6	0	0
VII.	11	_____	9	7	4	0	0
Total	200		160	100	50	10	0

an **Industrial Development**
and manufacturers record

area survey

Rich in history, cradle of aeronautical research, important military base, leading world port, Virginia's lower peninsula isn't resting on previously-won laurels. Spearheaded by a new industrial district, the area is going after new enterprises—here's a rundown on what the area has to offer your company.

the lower virginia peninsula





The new Copeland Industrial Park, outlined in black, is a key factor in the outlook for the Lower Peninsula area of Virginia. This aerial view of the Peninsula shows how well situated the park is in relation to the already well developed sections of the area.

Virginia Peninsula Keyed to Growth

Under forward-looking leadership and blessed with outstanding resources both material and man-made, the area may be expected to attract more big developments in the future. Here's the story . . .

NEWPORT NEWS, VA. An eagle's eye view of the Lower Virginia Peninsula shows an area that is as busy as an ant hill with a great variety of well-established industrial enterprises.

Notwithstanding all this development, the citizens of the area are more expansion minded than ever. And, it may be noted, they have provided the room and the facilities to assure con-

tinued growth.

A key factor in this outlook for the future is the newly-developed Copeland Park, located on the northern fringe of the Newport News business area. The park is the outgrowth of an idea conceived by Louis C. Purdey, industrial commissioner of the Peninsula Industrial Committee.

During World War II the area was

a huge housing project—low-cost units hastily erected for workers who poured into the local shipyards. By 1950, these units threatened to become a huge slum. At the same time, the city urgently needed good close-in property for developing new industries. It was then that implementation of Mr. Purdey's idea was begun.

In 1950 the City of Hampton pur-

chased 50 acres in the area. That has been filled up. Then, in 1955, the commissioner's office, acting for the cities of Hampton and Warwick, acquired an additional 831 acres, of which 340 acres have been cleared and for which a plan of development has been accepted.

The owning agency for the two cities is the Hampton-Warwick Regional Redevelopment and Housing Authority, and Mr. Purdey's office is acting as the promotional agency for the use and development of the land.

Few industrial districts have been launched with better chance of success. Today, the Copeland Park is ready for industry, with streets and utilities, and the investment has been less than \$1,000 an acre!

Well Planned Park

Concerning the park, Mr. Purdey said that an 80-foot setback rule from the major streets will be maintained. The setback from secondary streets will be 60 feet, and no building can be constructed closer than 30 feet to the side-line.

Open storage will be permitted only when protected from view by either a wall or some other acceptable medium. Architectural and plot-plans will have to be approved in every case, and primary construction will not be permitted to cover more than 20 per cent of the ground area.

Thus, with these constructive restrictions, any industrialist locating in Copeland Park will be assured of good surroundings, and the general appearance of the developed park will be an outstanding asset to the community.

The first industrial plant to be located in the park will be the Quality Venetian Blind Manufacturing Company. The company is headed by B. L. Epstein. It was forced to evacuate its previous quarters in Newport News because of the redevelopment program there, and Mr. Epstein choose the new park as the site for his new building.

The plant is being built by M. L. Piland and Son, a Warwick construction firm.

To the industrial firm considering a site, the Regional Redevelopment and Housing Authority is in a position to make a very enticing offer. While this is no giveaway plan, a blue-chip firm will find that the land is available at nominal cost. Moreover, the Authority has money in the bank for putting up a building on a lease basis, according to Leonard Shields who is chairman of

The accompanying editorial survey of plant location factors on the Lower Virginia Peninsula was conducted by INDUSTRIAL DEVELOPMENT under the auspices of the Peninsula Industrial Committee. Reprints are available from the committee at P. O. Box 92, Newport News, Virginia.

the organization.

In addition to his activities with the Authority, Mr. Purdey is busy organizing a Peninsula Industrial Finance Corporation to finance projects located elsewhere.

Still another development, already approved by the Virginia legislature, is the Peninsula Port and Industrial Authority. This new organization will be able to issue revenue certificates for constructing new port facilities. It came officially into being on July 1.

The industry which already has come into the Lower Peninsula area during the past few years has provided a continually increasing payroll volume which, in turn, has bolstered the economy and has helped hold business at a high level despite the current recession.

Outstanding among these is the huge refinery construction project of American Oil Company at Yorktown. Representing an investment of \$30 million, the refinery is on a site of 1,100 acres. It is interesting that the site was selected from among 40 possible other sites surveyed by location specialists along the East Coast.

Another important project is that

of Dow Chemical Company which is making an investment of \$15 million in its plant near Lee Hall. The plant site, acquired by Dow in 1951, comprises 600 acres fronting on the James River. Construction on the project was begun in August, 1956, and was recently completed.

The product of the plant is "Zefran," a synthetic fiber, which was developed by Dow research personnel.

Recently completed, too, is a new \$8 million ore pier at Newport News for the Chesapeake & Ohio Railway. This means increased imports and more jobs both for train crews and handlers.

The Newport News Shipbuilding and Dry Dock Company, a mainstay of the area's economy, is fortunate in having a three-year backlog of work. Thus a basic workload extending into 1961 is assured for local shipbuilders.

The company's backlog is estimated at \$449,600,000. Much of this is made possible by the atomic-powered USS Enterprise. Numerous large tankers also are under construction, as well as other ships.

During 1957 the yard had an average of 12,386 employees at work on a 40-hour week basis, and at the close of the year had 12,452 persons on the payroll.

The figures show that altogether there are 43,000 men, women and children directly supported by Newport News shipyard operations. That gives each of them an average of \$35 a week from the \$1,500,000 paid out every seven days by yard operations. Facilities at the shipyard were expanded last



A close-up look at Copeland Park reveals the wide-open spaces available for industrial development right in the heart of the Newport News and Hampton areas. All necessary utilities are available.

LOWER VIRGINIA PENINSULA

year at a cost of \$4,500,000, and indications are that further expansion projects may total \$5,800,000 in cost.

Further evidence of the area's desirability as the location of heavy industry may be seen in Standard Oil Company's oil terminal and, 1,150-foot pier on a site within the terminal area of the C&O Railroad. Tank capacity of approximately 500,000 barrels has been built. Other parts of this installation are an office, warehouse and garage building, a boiler house and railway trackage. These two tracks, 1,200 feet long, will permit simultaneous loading of 14 tank cars.

The most interesting feature of the plant is the leading of Bunker C fuel lines to the C&O piers which will permit ships to take on fuel at the same time cargo is being loaded. This is the only such design in the world.

Another big development on the Lower Peninsula is the ore storage depot of the Union Ore Corporation, a subsidiary of Union Carbide and Chemical Corporation.

On a site of 360 acres in Warwick, the depot has as its primary purpose the storage of manganese and chrome ore. This ore, brought through the C&O's new ore handling pier, will be stocked and then distributed to plants of the parent company. Partial processing is planned for 1959.

As may be expected because of the

accessibility to Chesapeake Bay and the Atlantic Ocean, an important seafood industry is based on the Peninsula. Major products include oysters, crabmeat and many kinds of fish.

The magnitude of the seafood industry in the area is attested to by the fact that the state has a well-equipped marine research laboratory just across the York River at Gloucester Point. This unit, the Virginia Fisheries Laboratory, has as its objective the improvement of conditions in the fishing industry.

Agriculture Important

Agriculture also plays a part in Peninsula activities. In order of importance, farm output there includes dairy products, poultry, truck farming, pigs and nuts and fruits.

Altogether, industrywise the Peninsula during the past five years has seen new developments totaling \$175 million in value. Here are some examples of existing plants which illustrate the wide diversity of the area's manufacturing activities:

Plymouth Cordage Company, with a plant in Warwick, provides employment for more than 100 workers. The company has headquarters in Massachusetts.

In Newport News is the Tidewater Garment Company which employs approximately 140 workers. This opera-

tion was located here by the Walter Goodman Company from New York.

Also in the textile field is the Century Ribbon Mills, another New York firm, which has 100 workers on a three-shift basis. The plant has an output of more than a thousand miles of ribbon and tape a week.

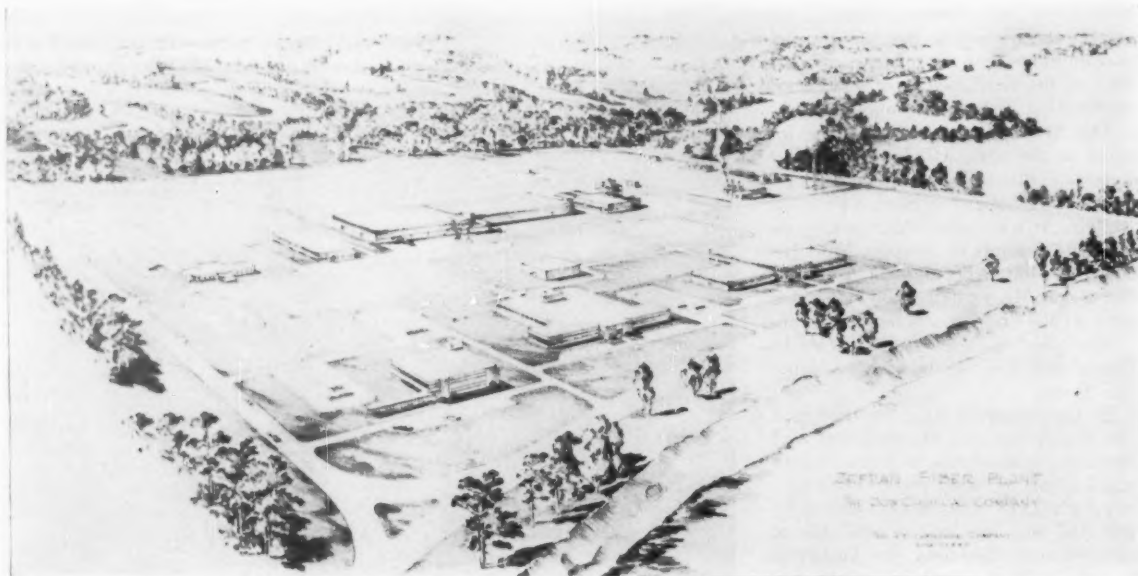
Among other varied industries is the Southern Colorprint Corporation which prints comic sections for newspapers scattered throughout the South.

A leader in the electronics field is Maida Development Company located in Hampton. This firm has some 150 employees producing small ceramic capacitors, most of which are sold to manufacturers of television sets.

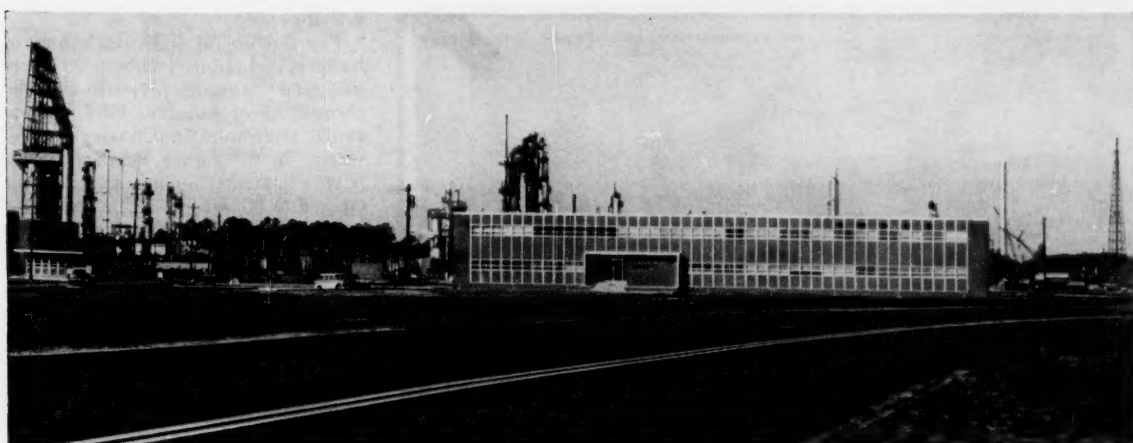
A company with nationwide distribution is Newport Business Forms Company. More than 200 employees produce annually in excess of \$3 million worth of manifold books and paper products. The firm has a new plant addition.

Another organization distributing over a wide area is Hampton Paint Manufacturing Company. This firm has a capacity of 1,000 gallons daily and specializes in architectural paints for which government agencies are a large buyer.

The largest electroplating plant on the Lower Peninsula is Metal Finishing Company. Founded a dozen or so years ago, this company serves a



Dow Chemical Company's new plant on the James River near Lee Hall, depicted in the architect's drawing, was built at a cost of \$15 million and is on a site of 600 acres. The facility produces "zefran," a synthetic fiber.



The visitor's first view of the Yorktown refinery of American Oil Company is the modern, functional administration building. The huge operation is on a site of 1,100 acres and represents an investment of approximately \$30 million.

variety of fast-growing metal fabricating industries in the surrounding area.

An interesting industry based upon technical development is Hooper Valve and Engineering Corporation. It got its start through the development of a special valve for ships which prevents water coming in through waste discharge pipes.

In the food field is Chesapeake Bay Frosted Foods Corporation which was formed to help supply the growing demand for frozen seafoods. A major item for which the company claims leadership is breaded oysters.

Other examples of industrial diversity on the Peninsula are Asheville Mica Company, manufacturers of mica insulators; Hastings Instrument Company, producer of Raydist electronic tracking devices; Coats and Clark, Inc., fabricator of zipper fasteners; and Arkell Safety Bag Company, manufacturer of multi-wall containers.

Building Program

Of particular interest to prospective industrialists is the fact that there is an almost continuous building program under way on expanding and improving schools in the area, giving the children of workers excellent educational opportunities.

It is noteworthy, too, that the full population of the area is strongly behind the educational program which strengthens the caliber of work now being pushed as well as that planned for the future.

In addition to the regular public school system, there are two parochial schools. The apprentice school operated

by the Newport News Shipbuilding and Dry Dock Company is a fully accredited junior college.

Hampton Institute, founded in 1863 by General Samuel Chapman Armstrong, is one of the nation's leading schools for the education of Negroes. Courses are offered in agriculture, business education, home economics, library and nursing, along with a summer school for teachers and for those training for various trades.

The following table shows the scope of school activities on the Lower Peninsula:

City	No. of Schools	No. of Pupils
Hampton	13 white 6 colored	12,061 3,396
Newport News	6 white 5 colored	3,328 5,218
Warwick	11 white 3 colored	9,528 3,609
York County	6 white 2 colored	3,017 956

Expenditures per pupil per year for the tri-cities and county in 1956-57 were: Hampton, \$173.89; Newport News, \$237.64; Warwick, \$187.45, and York County, \$224.18.

The Lower Peninsula's facility for higher education is the College of William and Mary at Williamsburg, which was founded in 1693. In the Raleigh Tavern students of the college are said to have founded, in 1776, Phi Beta Kappa, the first Greek-letter honor fraternity.

Offered at the historic institution, which has beautiful buildings and campus, are courses in liberal arts, and in pre-professional and professional curricula. The college is co-educational,

and while a majority of the students are residents of Virginia, others from all sections of the United States are included in the student body.

The tax picture generally is encouraging in Virginia. Income taxes in the state range from 2 per cent on the first thousand to 5 per cent on taxable income over \$5,000. In the communities on the Lower Peninsula, the real estate and property taxes are considered reasonable and competitive with other areas.

Adequate fire protection is provided in the area with an extensive fire-fighting force.

Hampton has 31 full-time firemen and 300 volunteers for six stations and 16 pieces of equipment valued at \$225,409.

At Newport News there are 75 full-time men and 30 volunteers. The five stations and 21 pieces of equipment are valued at \$370,000.

Warwick, now part of the above, has 31 full-time and 35 volunteers, with three stations and 13 pieces of equipment with a value of \$125,000.

In York County are two paid men, four stations, six pieces of equipment valued at \$10,000, plus 34 government firemen at four stations with seven pieces of equipment valued at \$18,700. The Bruton District is serviced by Williamsburg.

A strong law-enforcement organization gives complete police protection to the Lower Peninsula area.

Each of the communities has a well-trained police force, with radio-equipped vehicles, and all other types of equipment to facilitate the operation of the most modern law-enforcement



The extensive facilities of The Newport News Shipbuilding and Dry Dock Company are a mainstay in the Peninsula's economy. Berthed at left is the USS United States, which was built here, and at right is the Aircraft Carrier Forrestal. The company currently is at work on the atomic-powered USS Enterprise.



The Chesapeake and Ohio Railway's great port at Newport News links the C&O to the world's shipping lanes. The docks provide every modern facility for handling light, heavy or bulk cargo.

activities.

For the use of individuals and of business and industry there is an extensive and growing network of telephones. As of January, 1957, for example, there were 56,026 telephones in service in the Lower Peninsula area. A year later that number had been increased to 60,501.

Convenient to visitors are approximately 18 hotels on the Lower Peninsula. There are also many of the finest and most modern motels strategically located throughout the area. More are under construction or planned.

Outstanding among the hotels is the Williamsburg Inn and Lodge, with a total of 337 rooms. This establishment, famous for its good food and elegant appointments, is located on beautiful and spacious grounds.

The Chamberlain Hotel at Old Point Comfort, on the tip of the Peninsula, is one of the finest convention hotels in Virginia. A year around resort hostelry, it has excellent banquet and meeting room facilities, and a total of 294 rooms.

Other fine inns are the Hotel Warwick, with 250 rooms, and Hotel Langley at Hampton, with 50 rooms.

Residents of the Lower Peninsula are a church-going people, which adds an important note of stability to the social scene.

Many fine historic as well as new churches are an integral part of community life all over the area. A number of these churches have fine choirs and regularly present oratorio work as a portion of their programming. Cooperation is present with all churches as a result of the work of a fine ministerial association.

Virtually all denominations are represented. There are 115 churches in the Newport News-Warwick area, 22 in York County and 51 in Hampton, making a total of 188 on the Lower Peninsula.

The Tri-City area and the Lower Peninsula are served by excellent newspapers, *The Times Herald* and *Daily Press*. The large printing plant and headquarters offices of the publications are in Newport News.

The area also is well covered with radio and television stations. Popular radio outlets heard in the area include WGH and WVEC at Hampton, WTAR at Norfolk, WRVA Richmond, and WAVY Portsmouth and Norfolk.

Television stations are WVEC-TV at Hampton, WTAR-TV at Norfolk, WTVR-TV at Richmond, and WTOV-

TV Norfolk and Portsmouth.

A factor vital to the operation of all business and industry is postal service, and in this connection the Peninsula is fortunate in having excellent facilities.

A first class Post Office serves Newport News. It has postal receipts now averaging \$785,000 annually.

City delivery service is furnished by one and two-trip routes Monday through Friday, with one complete delivery on all routes Saturdays. One R.F.D. route serves the rural section.

It is noteworthy that special delivery service is afforded the entire postal district daily from 7 a.m. to 11 p.m.

Surface mail transportation is supplied by the Chesapeake and Ohio Railway, two star routes to Richmond; four star routes to Norfolk; seven daily motor vehicle trips serving Hampton, Phoebus, Fort Monroe, Langley Air Force Base, and Kecoughtan, embracing 33 arrivals and departures daily.

Direct air mail service is supplied by Capital, National and Piedmont airlines. Six round trips to the airport daily connect with 12 outbound flights and 22 incoming flights.

Additional first class post offices serving the Peninsula are at Hampton, Yorktown, Fort Eustis and Fort Monroe.

In addition to having an unusually good labor market, the Peninsula also lays claim to having never had a major stoppage resulting from a strike.

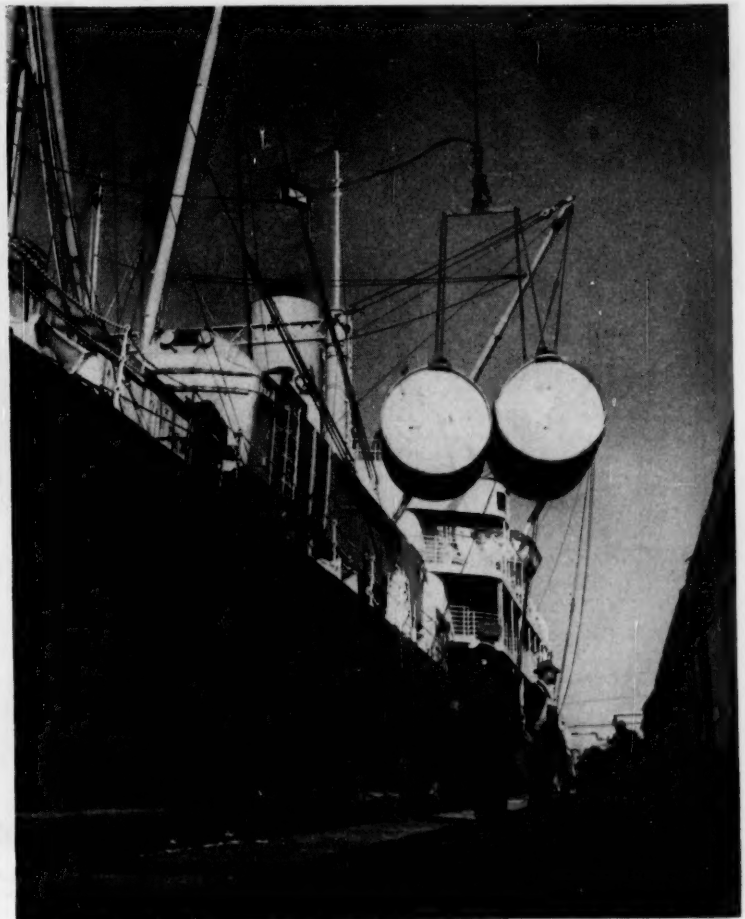
Trade and utility unions are in operation. The shipyard workers are represented by a independent union with no national affiliation, and relationships are said to be cordial.

The shipyard with its locally supervised union is believed to be responsible to a large extent for the high quality of trained workmen found in the area. The shipbuilding company has its own apprentice school which has attracted wide notice.

On the whole, as indicated by the financial figures for the cities on the Lower Peninsula, business is good despite the recession. Unemployment is said to be only about four per cent.

However, the incoming manufacturer can be optimistic about a much greater labor pool in the adjacent up-state area. Estimates place the number of available workers in this area at close to 20,000, resulting largely from the continuing advance of mechanization on the farms.

Therefore, from the long range viewpoint, Virginia's labor supply may be



A great variety of cargo moves in and out of the port at Newport News. Shown is tobacco loading in process at one of the C&O Railway's merchandise piers at the port.

expected to be more flexible and expandible than that of the nation as a whole. It is significant that Virginia's rate of natural increase is above the national average.

Like a lot of other boom areas, the Peninsula has had to expand its housing facilities to meet demands, and construction activity has been intense ever since World War II. Figures for building permits last year for the area were as follows:

	New Structures Value	Additions & Alterations Value
Newport News	\$1,733,666	\$1,009,481
Warwick	9,828,585	1,106,640
Hampton	10,729,045	1,584,999
York County	1,379,000	378,590

Natural increase, the amount by which births exceed deaths in any given period, has been the primary source of labor force increases for both Virginia and the nation as a whole. Since 1900, the rates of natural increase have been irregular from decade to decade for both the state and the nation, but in every decade Virginia's rates have been above those of the nation.

Accessibility to expanding markets is a major factor attracting industry to any given area, and in this connection the Lower Peninsula is particularly fortunate.

The market here, for example, includes not only the metropolitan area but also a regional market including several states and export markets.

Up until a few years ago the Peninsula was included in the Norfolk metropolitan area, with the result that its im-



The top speed reached by this NACA five-stage rocket has not been revealed. However, the rocket is reported to have attained the greatest speed NACA has recorded in free flight. Previously NACA reported that a four-stage rocket of similar design attained a speed of 10.4 times the speed of sound (6,864 miles per hour) at an altitude of almost 200 miles.

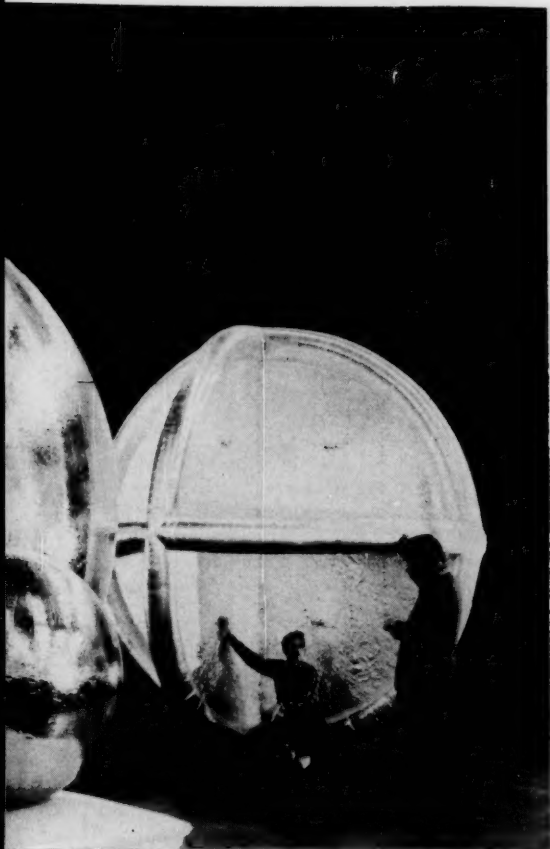


An important recent NACA development is an extremely light-weight satellite fabricated from micro-thin plastic covered with aluminum foil. The satellites are folded into a compact package and carried aloft in a rocket. When in orbit, the satellite is

SPACE FLIGHT

One of the most important activities on the lower Virginia peninsula is the research center operated at Langley Field by the National Advisory Committee for Aeronautics. NACA is the nation's foremost aeronautical research organization. Legislation now in Congress would make NACA the key civilian agency to handle the new space exploration program.

In all likelihood NACA will become the nucleus of the proposed National Aeronautics and Space Administration and the Langley Field laboratories will play an important role in new and expanded research undertakings. This will undoubtedly result in increased investment and employment on the peninsula.

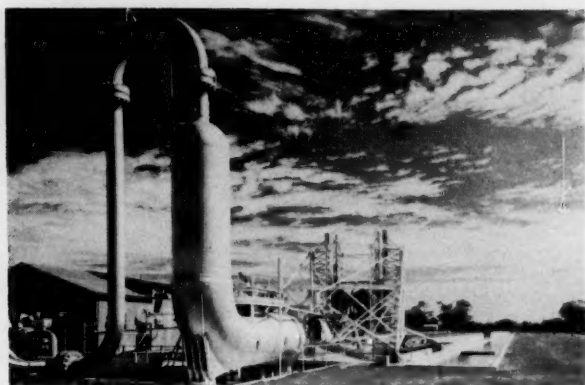


blown up to spherical shape by compressed air. It is expected that NACA-type satellites 12 feet in diameter will be seen at twilight by the unaided eye at altitudes of 800 miles from the earth's surface.

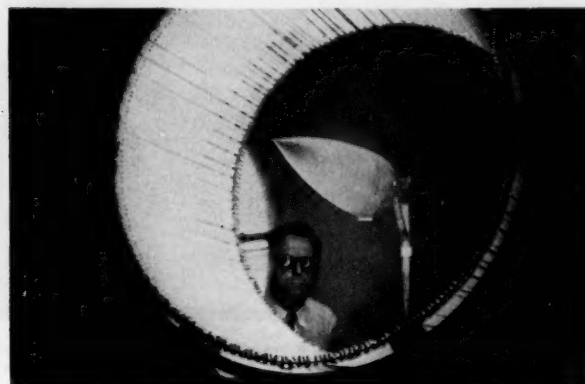
RESEARCH HUB

The Langley facility was established in 1917 and today has more than 30 major wind tunnels, laboratories and specialized test units. It has been the scene of many discoveries which have had a powerful influence on the progress of aviation. Four times the Collier trophy for contribution to the science of aeronautics has been won by NACA researchers at Langley.

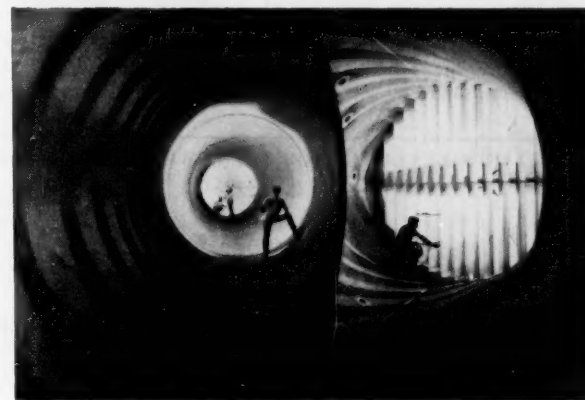
The Langley laboratory has also been an important factor in the industrial development of the lower Virginia peninsula. A number of new industries have been launched by men who received their training at NACA. Many other peninsula industries have benefited indirectly from the scientific atmosphere.



Although much NACA work is concerned with space flight, the organization still must cope with many difficult problems such as landing and take-off of high-speed aircraft. This test facility catapults a carriage at speeds up to 150 miles per hour for studies of landing gear of high-speed aircraft.

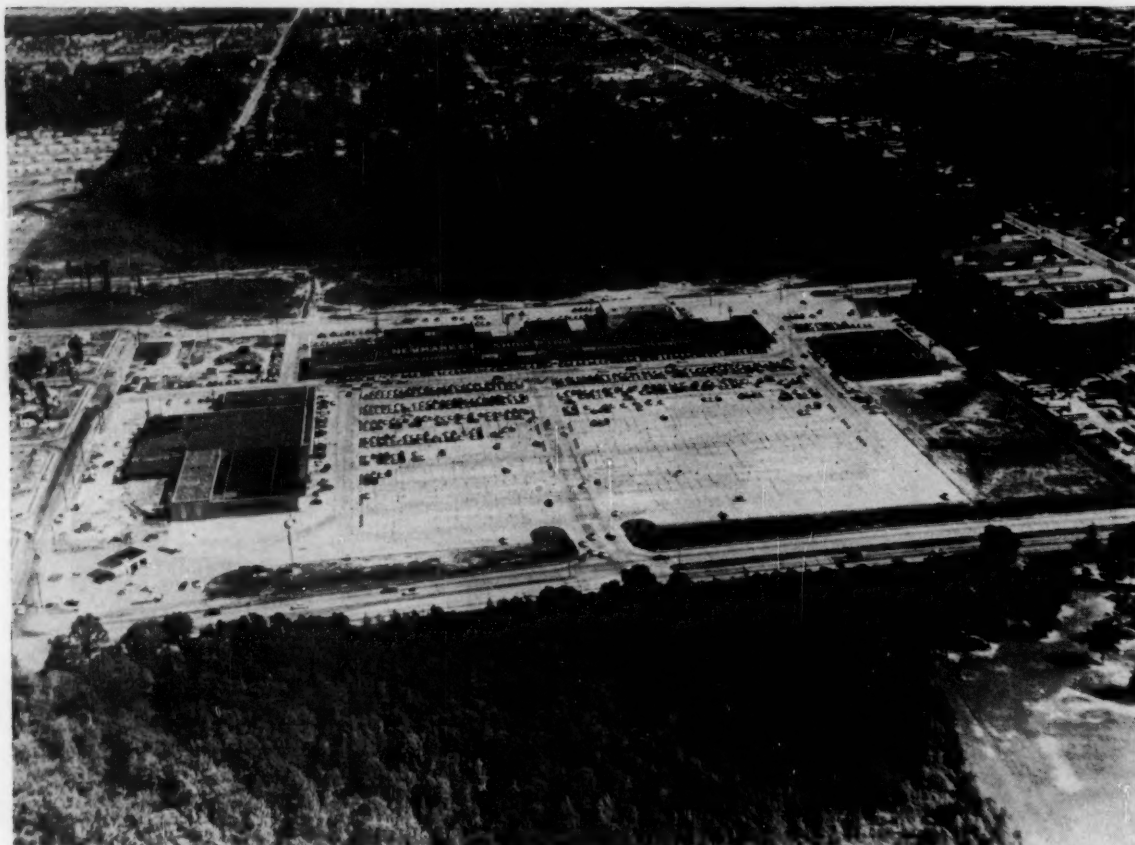


An NACA scientist standing behind a glass panel and wearing protective goggles observes the test of a missile nose cone exposed to simulated aeronautical heating conditions.



Guide vanes make interesting shadows in an NACA wind tunnel which can simulate flight at speeds from 1100 to 3800 miles per hour. This wind tunnel represents an investment of \$15.5 million.

LOWER VIRGINIA PENINSULA



The Newmarket Shopping Center is in the fast-growing northside of Newport News and is typical of the continuing development of new enterprise throughout the Lower Peninsula area. It shows, too, that good business is being maintained generally in that part of Virginia.

portance was often obscured. During the past few years, however, the booming area has come to be regarded as a separate metropolitan area worthy of note on its own merits.

The Lower Peninsula or, as it is often called, the Tri-Cities area, embraces more than 250 square miles. It

is some 25 miles long and 10 miles wide.

Included in the area are the City of Hampton, with a population of 87,000, the City of Warwick, 75,000; the City of Newport News, 45,000, and York County, population of 22,000. A small section of James City County also is

included in the Peninsula in many studies. The merger of Warwick with Newport News, effective July 1, 1958, creates the third largest city in Virginia.

This section constitutes the third largest metropolitan area in Virginia and is more densely populated than any of the others. The Peninsula averages 1,058 persons per square mile, as contrasted with an average of 85 persons per square mile for Virginia and 52 for the nation as a whole.

Figures show that this high concentration of population generates an impressive total in income, and a strong financial reserve also has been built up.

For example, as of March 19, 1958, the 13 independent banks in Newport News, Warwick, Hampton, Phoebus, Yorktown and Poquoson reported total deposits of \$114,064,100.18. This figure represents an increase of \$2,838,001.32 over the corresponding report of April

RETAIL SALES LISTED FOR THE LOWER PENINSULA OF VIRGINIA 1957

	Hampton	Newport News	Warwick	York County	Metropolitan Area Hampton, Warwick & Newport News
Families	19,800	13,500	15,900	4,600	49,200
Retail Sales est. in Thousands	\$66,438	\$96,559	\$34,135	\$12,098	\$197,132
Effective Buying Income in Thousands ..	134,184	76,887	106,081	23,772	317,152
Per Capita Income	1,745	1,626	1,665	1,321	1,688
Per Family Income	6,777	5,695	6,672	5,168	6,446

12, 1957.

This total does not include figures on the Bank of Virginia which reports only the combined operation of its 16 branches in six cities throughout the state. Since this banking chain showed a gain in total deposits of \$3,149,037.14, it is reasonable to assume that the Peninsula branch had its share of the gain. Thus, the gain in local bank deposits would be well above the three million mark.

Government spending alone in the Lower Peninsula area averages more than \$155 million annually.

Latest available reports show that the seven Federal installations in the area have 22,266 military personnel and 11,092 civilian employees who receive a total payroll of \$116.19 million. Purchases and expenses of these installations total \$22.39 million, while approved construction programs will come to \$17.21 million.

Included in these Government installations are the Kecoughtan Veterans Center, Fort Eustis, Langley Air Force Base, Fort Monroe, the National Advisory Committee for Aeronautics, Naval Mine Depot, Mine Warfare School and Cheatham Annex.

Coupling the Federal Government payrolls with those from the shipyard and other businesses and industries in the area brings the total annual payroll for the area to a figure approaching \$350 million.

Concerning the military installations in the area, Deputy Commissioner King Meehan of the Peninsula Industrial Committee has this to say: "An unusually fine relationship between the military and the civilian population has always prevailed on the Peninsula. The Federal installations in this locality are considered an integral part of the community. They participate substantially in civic and social affairs and they contribute generously to all programs for community betterment.

"An indication of the high esteem felt by the military for the Peninsula is the significant percentage of career officers who select this area for their homes upon retirement from the service. These retired personnel provide the Peninsula with a supply of exceptionally qualified individuals who are available for civic improvement projects or for supervisory and executive positions in local business and industry."

From the standpoint of regional markets, the Peninsula offers access to Washington on the North, Richmond on the East, and Norfolk and Raleigh

to the South. Within this region is a retail market with sales in the neighborhood of \$3.5 billion annually.

The Lower Peninsula area gets its electric power from the Virginia Electric and Power Company. Serving about two thirds of Virginia and adjacent areas in North Carolina and West Virginia, it is one of the largest electric utility companies in the South. District offices of the company for the Peninsula District are in Newport News, with local offices in Hampton and Williamsburg.

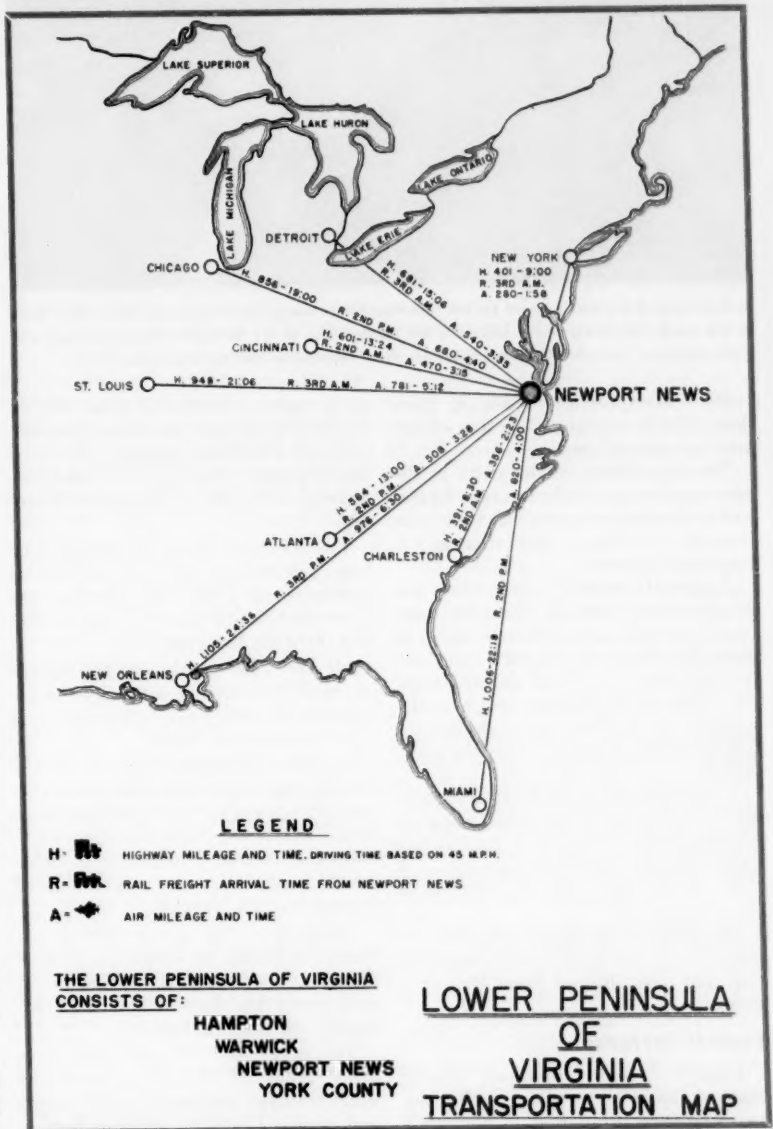
Three 110,000-volt transmission lines serve the area. These lines are con-

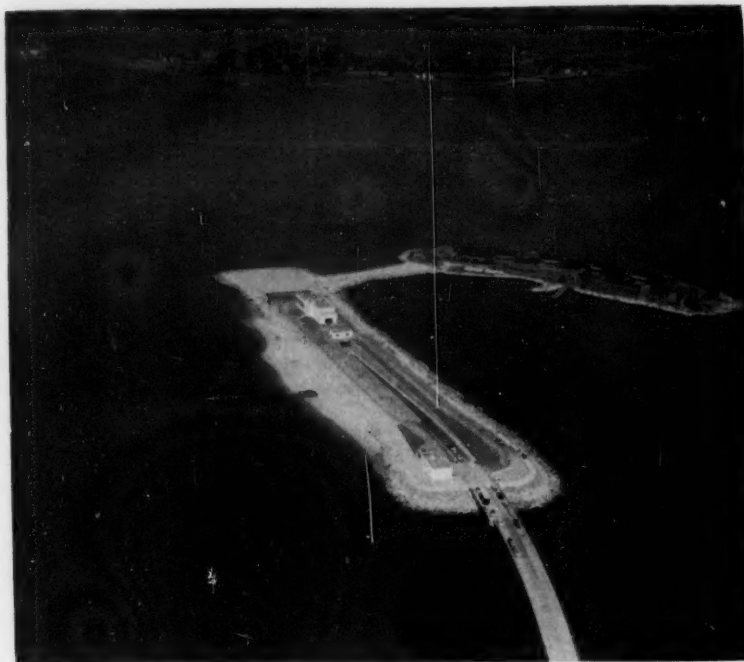
nected with the company's wide transmission system, and the company also is interconnected with neighboring utilities.

Included in the system is a new power station which was built on the York River near Yorktown. Built at a cost of \$56 million, the station has an initial capacity of 360,000 kilowatts. Its boilers operate at 2,000 pounds pressure.

Electricity supplied is 60-cycle, alternating current, single and three-phase as required.

Natural gas is supplied by VEPCO to Newport News and in areas of the





In the center is the South Island for the Hampton Roads Bridge-Tunnel, and at right is Fort Wool. In the upper left corner of the picture is the North Island of the Bridge-Tunnel. The project provides vehicular transportation facilities from the Peninsula to the Norfolk area.

cities of Hampton and Warwick. More than 26,000 customers in the service area use natural gas.

The importance of the ports in the area may be seen in the tonnage figures and in the marked gains that have been recently recorded in general cargo exports and imports.

A report from the Virginia Ports Authority shows that in 1957 the combined general cargo exports and imports through the state's ports increased by 31.7 per cent. Total foreign commerce increased 21.4 per cent over the previous year. This was triple the national average of increase for the same period.

It is noteworthy that the 1957 figures show a total bulk and general cargo foreign trade tonnage of 60,206,400 short tons for all Virginia ports. Of this, 59,709,124 was for Hampton Roads alone.

The total of all exports was 53,877,630 tons, of which 51,016,178 tons was coal and coke shipped from Hampton Roads.

Exports Increase

Exports from Hampton Roads reached 53,569,436 tons, while the year's imports through all of the state's

ports came to 6,328,770 tons. Of this, 3,830,134 tons was petroleum products and 1,714,652 tons comprises iron ores and gypsum, included in the total tonnage of 6,139,688 for Hampton Roads alone.

For Newport News, the foreign tonnage gain was 23 per cent in 1957 as compared to 1956. The increase was from 21,871,748 tons in 1956 to 26,899,069 tons last year.

Of the 1957 total, export tonnage—primarily coal—accounted for more than 23,000,000, a gain of 18.9 per cent over the previous year.

An even stronger increase was recorded in import tonnage which rose by 63.5 per cent to 3,262,136 tons. Heavy movements of crude oil to Yorktown and refined products to the Esso terminal in Newport News accounted for much of the increase.

Altogether, the great harbor of Hampton Roads, of which the port of Newport News is a part, is a key factor in making the Lower Peninsula unusually attractive to industry.

The port itself is augmented with many miles of shoreline, developed water frontage, and bays, rivers, sounds and canals. The latter serve as feeders

to the primary port facilities.

Providing access not only to international markets, this great terminal also is a hub of shipping to eastern ports through Chesapeake Bay. Further, there is a 25-foot channel inland to Richmond along the James River. And, the York River on the north is also navigable for some distance.

Important, too, is the fact that the port is but one unit in a transportation system which influences industrial patterns over a multi-state region. Newport News is the terminus of the Chesapeake and Ohio Railroad which funnels traffic into the area from Chicago, Detroit, Cincinnati, Columbus and other midwestern centers.

Port Facilities

The Port of Newport News has 44 piers with adjacent rail sidings and cargo sheds. In addition, the Hidden Storage and Forwarding Company operates warehouse facilities at Newport News in 113 buildings with a total capacity of more than two million square feet.

Calling from all parts of the world, scores of steamship lines come to Newport News. The Virginia State Port Authority, along with other local development agencies, is conducting a continuous and aggressive campaign to expand export-import trade in the area. How well this campaign is succeeding may be seen in the figures on such trade which were cited earlier in this report.

As also indicated by the figures on port activities, the top commodity in terms of volume moving through the Port of Newport News is coal. In fact, the port is said to be the leading coal shipping center in the world.

Some idea of the seagoing traffic may be seen in the fact that in the fiscal year ended July 1, 1957, there were 2,759 ships which made formal entry through customs at Newport News.

This includes coastwise and foreign entrants. The ships so stated entered the Port of Newport News for the purpose of discharging or loading cargo or both.

For this same fiscal year there were 2,913 ships that merely cleared the Port. These ships may or may not have loaded or unloaded cargo. Ships so clearing the port also have the privilege of taking-on or discharging cargo.

The reason for more ships clearing than had entered the port is the fact that American ships in ballast are not required to make formal entries to the

Customs House when coming coastwise.

The total duty collected in the fiscal year ended July 1, 1957, was \$1,893,119.11, and the total collection by the Customs House was \$2,333,417.87.

The total tonnage flowing from the Port of Newport News has, for several years, been comparable with the tonnage flowing from the Port of New York.

Besides the important rail and water services available to the Peninsula area, there is an excellent surface system and good air transport service.

Constituting the third largest state maintained system in the nation, Virginia's more than 49,000 miles of primary and secondary highways contribute materially to the accessibility of the Peninsula.

From Newport News there are 31 bus schedules daily, and there are 28 active motor transport lines. Good local bus service is supplied to the Hampton-Newport News-Warwick area by the Citizens Rapid Transit Company.

Now complete is the Hampton Roads Bridge-Tunnel which runs from Fort Monroe on the Peninsula through Fort Wool and terminating at Willoughby Spit on the Norfolk side.

The \$80 million project included the construction of two islands, one of which is approximately 67 yards east of Fort Wool on the Norfolk side and the other about 80 yards southwest of Fort Monroe.

Long Tunnel

The island house ventilator buildings and furnish tunnel entrance points for vehicular traffic. The tunnel itself is approximately 7,900 feet long and is 58 feet below mean low water. Bridges connect with the tunnel at both the Willoughby Spit and Hampton offshore approaches to allow passage of small craft.

Named in honor of the Virginia patriot Patrick Henry, the airport is located along the four-lane highway, Route 168, between Newport News and Williamsburg in the Warwick area.

Regarded as one of the finest aviation facilities in Virginia, the airport represents the result of progressive organized planning by the Peninsula Airport Commission. This is a corporate body created by the Legislature to the Commonwealth of Virginia in 1946 and is an excellent example of how to program a public need in a homogeneous area made up of different political subdivisions.

The airport serves a much greater



Patrick Henry Airport serves the entire Peninsula area via regularly scheduled flights of Capital, National and Piedmont Airlines. The new terminal building and control tower are at right.

population than that which is located within the limits of the three cities for which it was built. Growth of the facility and its location are responsible for the phenomenal acceptance and use by the many other communities within its trade area. Due to its excellent central location it is not more than 25 minutes by limousine service to any point on the Peninsula, including Williamsburg, Yorktown, Hampton Warwick-Newport News.

Capital, Piedmont and National airlines serve Patrick Henry Airport. They offer around-the-clock schedules for passenger and air express and air freight services.

For rail service, Newport News is the eastern terminus of the Chesapeake and Ohio Railroad. There are 10 trains serving the Peninsula daily.

Fortunate in having relatively few extremes of temperatures, the Peninsula is well-known as a pleasant place to live. The average mean temperature is 61.8 degrees. This covers a range from an average of 41 in January to 78 in July.

Since the area is surrounded by water, there are innumerable opportunities for boating, swimming, fishing and other water sports.

Outstanding, however, are the historical attractions which abound in this part of the state.

At Jamestown, site of the first perma-

nent English settlement in America, visitors may now see examples of the primitive, colorful life that the settlers lived there more than 350 years ago.

Scenes of America's beginning come to life each day in Festival Park which was built for the Jamestown Festival of 1957 and continued by popular demand. There may be seen Indians in deerskins, descendants of the savages who shot their arrows at the settlers in the early days.

Other displays include the Old World and New World exhibits, the reconstructed Glasshouse of 1608 operated by glass-blowers in 17th century dress, and one may take a walk down "the Great Road to the West"—English America's oldest highway.

Jamestown is only a few miles from Williamsburg, the restored Colonial capital of Virginia. The city was restored by a local organization through the aid of John D. Rockefeller, Jr. So far, in excess of \$62 million has been spent to restore 450 buildings to their original 18th century splendor.

Some 83 acres of gardens have been planted again with the same types of flowers and shrubs that grew in Williamsburg in the 1700's.

Two outdoor dramas, "The Founders" and "The Common Glory" are performed daily except Mondays at Williamsburg during the summer season. These dramas, with the performers

LOWER VIRGINIA PENINSULA

in authentic costumes, portray the early history of the area.

Also only a few miles away is Yorktown, the picturesque port where Washington defeated Cornwallis in 1781. In 1957 the three historic sites of Jamestown, Williamsburg and Yorktown were interconnected with the new Colonial Parkway.

Another unusual attraction on the Peninsula is the Mariners Museum at Newport News. World-wide in scope and educational in purpose, the show-space displays the maritime accomplishments of all times and of every nation. Also at Newport News is the War Memorial Museum of Virginia. It is said to contain the greatest collection of relics from World Wars I and II in the United States.

At Fort Monroe is the Jefferson Davis Casemate (a casemate is a chamber in a fort wall) where the president of the Confederacy was held prisoner from 1865 to 1867.

This display also includes the Monitor and Merrimac room which contains historical data concerning the two famed warships which fought off Fort Monroe in 1862.

Altogether, the Peninsula area has been important in all phases of the growth of America from the earliest

settlers to the present day. The various spots of historic interest provide an unusual cultural background for residents of the area and yearly attract many thousands of visitors.

In the recreational field, the Peninsula is particularly strong, providing a great variety of activities for tastes and age groups. There are several drama groups, outstanding music organizations, athletic fields for various spectator sports, and several community centers.

There are several commercial clubs offering entertainment, as well as private clubs.

There are many parks on the Peninsula which offer picnic grounds, baseball diamonds, tennis courts, and some of the parks offer fishing and hunting arrangements.

State parks of interest include Pocahontas Park on Route 10 some 18 miles from Richmond. For day-use only, it covers 7,600 acres and has 20 miles of hiking trails and a bathing lake.

Seashore State Park, north of Virginia Beach, covers 2,726 acres and is unique in that it has both salt and fresh water fishing. The sandy beach on Chesapeake Bay is good for swimming at all times. There are 50 miles of hiking trails, a bridal stable, picnic tables,

modern boathouse, 21 cabins for rent and other facilities.

Westmoreland State Park is on the Potomac River near Baynesville on Highway 3. It covers 1,266 acres, with various camping and recreational facilities.

Unusual is Great Dismal Swamp, about 50 miles from Fort Eustis on Highway 460. It covers an extensive area and is a vast morass threaded by canals and ditches and is considered as a paradise for hunters and fishermen.

In addition to all this, there are also a number of swimming pools, ball parks, public and private golf courses, and other activities.

As noted earlier here in connection with comments about the area's historic attractions, the Peninsula cities, towns and communities, bearing their original names, have endured from early Colonial Days.

It has suffered and thrived under the impact of forces engendered locally and those far beyond its boundaries, first from the Indian and Revolutionary Wars and later in the first and second World Wars.

The Peninsula has played a major role in all these struggles and during World War II the mightiest ships of the fleet were constructed in its yards.



The new \$400,000 visitor center of Colonial National Historical Park at Yorktown attracts thousands of visitors. From the observation post on top, tourists may look over the historic battlefield where Cornwallis surrendered to Washington.



Here is a U. S. Air Force helicopter view of the Jamestown Festival Park, between the new Colonial Parkway (extreme left) linking Wil-

Millions of men and women and millions of tons of the very sinews of war were cradled and shipped through this, one of the greatest embarkation and shipping points in the world.

The Peninsula embodies the nation's historical heritage beginning approximately in 1607 and has been the locale of several decisive and dramatic chapters in the development of the nation.

It is distinctive, too, as the scene of many important beginnings: The beginning of permanent English settlement; of representative government; the movement of American independence, and the field of final victory at Yorktown.

Part of it, including Jamestown island and the Yorktown battlefields are preserved in the Colonial National Historical Park. Of particular interest throughout the Peninsula is the Colonial architecture which is as much a part of the historic region as the very land itself.

The people of the Peninsula area have, despite three different political subdivisions because of geographic boundaries, regarded themselves as members of a more or less homogenous entity.

A network of excellent highways connects each of the communities, and

there is an exchange of trade services, a common and general use of facilities, and a mutual enjoyment of all the advantages which have welded the area into a single community.

Community Organizations

Altogether, there are approximately 33 community organizations found on the Peninsula, along with 43 women's clubs and nine business organizations.

Through the activities of agencies specifically designed to promote this desirable interchange, the various political subdivisions have by experience learned that many projects for their common good, not obtainable by their separate effort, are easily possible by collective effort.

The work of the Virginia Peninsula Association of Commerce, the former Lower Peninsula Planning Commission, the Peninsula Industrial Committee, and the Peninsula Airport Commission are illustrative of this type of cooperative effort. Many of the major facilities serving the general public of the Peninsula have been obtained through these channels.

It is significant that the cities of Newport News, Hampton and Warwick were officially designated as a "metropolitan area" by the Bureau of the

Census in 1952. The area thus became divorced from the Norfolk metropolitan area. And, it is now known as the third largest metropolitan market in Virginia. It also ranks as 113th in the United States and 73rd among corporate cities and comparable city groups in the nation.

There are a variety of publications available which describe opportunities both on the Peninsula and in the State of Virginia as a whole. Among these are:

General Physical and Economic Feasibility of Industrial Plant Locations on the Lower Peninsula of Virginia. The Peninsula Industrial Committee, P. O. Box 92, Newport News, Va., 1958, 134 pp.

The Lower Virginia Peninsula, Successful Plant Locations. Peninsula Industrial Committee, P. O. Box 92, Newport News, Va., 10 pp.

The Jet-Propelled Peninsula. Reprinted from Manufacturer's Record, January, 1956. Peninsula Industrial Committee, P. O. Box 92, Newport News, Va., 50 pp.

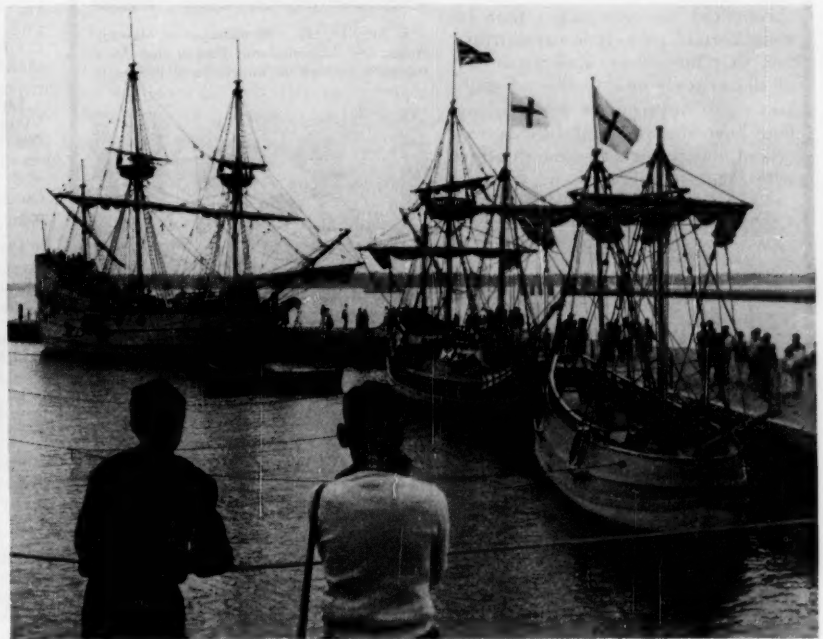
Industrial Survey, Newport News Area. The Chesapeake and Ohio Railway Company, Industrial Development Department, Huntington 1, West Virginia.

The Ports of Greater Hampton Roads. Annual 1958 Hampton Roads Maritime Association, Norfolk, Va., 200 pp.

The Impact of State and Local Taxes on Virginia's Industrial Growth. The Ad-



Hampton and Jamestown, and State Route 31 terminating in a modern ferry pier on the James River.



These ships are full-size replicas of the three craft which brought the first permanent English settlers to the New World. They are, left to right, the Susan Constant, flagship; the Godspeed and the Discovery, all based at Festival Park.



Industrial development leaders of the Lower Peninsula area shown are, left to right, Louis C. Purdey, commissioner of the Peninsula Industrial Committee; John Gray, city attorney of Hampton; W. R. Taylor, vice chairman of the Regional Redevelopment and Housing of Warwick and Hampton; A. Leonard Shield, Authority chairman; J. B. Sawyer, Authority executive director; B. L. Epstein, local industrialist, and E. J. King Meehan, PIC deputy commissioner.

Peninsula Leaders Spearhead Progress

The aggressive leadership of such men as those pictured on this page has been one of the most important factors in the remarkable progress that has been made during recent years on the Lower Peninsula area of Virginia. An unusually good spirit of cooperation exists among citizens of all the communities in the area, and the net result has been that new developments have been general throughout the area rather than in some certain part. It is noteworthy, too, that the officers and personnel of the heavy concentration of military and Government installations here have always maintained an excellent and constructive relationship with Peninsula citizens.



Lloyd U. Noland, Jr., president of Noland Co., Inc., has been for many years one of the most aggressive civic leaders in the Lower Peninsula area and has led a number of campaigns for community improvement.



J. C. Biggins, left, city manager of Newport News, and Commissioner Purdey stop for a sidewalk chat about development prospects.



Lewis A. McMurran, Jr., board member of the PIC, conducts Queen Elizabeth on a tour of Williamsburg during the occasion of her visit to the anniversary celebration. Prince Phillip is in background at right.

visory Council on the Virginia Economy, Division of Planning and Economic Development, Richmond 19, Va., March, 1957, 36 pp.

Geology and Ground-Water Resources of the York-James Peninsula, Virginia. U. S. Geological Survey, Water Supply Paper 1361, Department of Conservation and Development, Richmond 19, Virginia, 1957, 237 pp., price \$1.75.

The Virginia Story. Reprinted from Manufacturer's Record, May, 1955, Department of Conservation and Development, Richmond 19, Virginia, 63 pp.

Sailing Schedule from Virginia's Ports. Va. State Ports Authority, 254 Granby St., Norfolk, Va., Nov. 16, 1955, 10 pp.

Newport News—Rail and Ocean Link to the Commerce of the World. World Commerce Dept., Chesapeake and Ohio Railway, C & O Building, Newport News, Va., 24 pp.

Looking For An Easier Way? (Ship through Newport News, Va.—It's so much easier and saves money), World Commerce Dept., Chesapeake and Ohio Railway, C & O Bldg., Newport News, Va., 16 pp.

The Virginia Tri-Cities Metropolitan Area. Daily Press and Times Herald, Newport News, Hampton, and Warwick, Va., 8 pp.

The Ports of Virginia. Virginia State Ports Authority Office, 254 Granby St., Norfolk 10, Va., 26 pp.

Labor Resources and Labor Income in Virginia. Vol. 1, The Advisory Council on the Va. Economy, Division of Planning and Economic Development, Va. Dept. Conservation and Development, Richmond 19, Va., July 1953, 100 pp.

Labor Resources and Labor Income in Virginia—Labor Income and Per Capita Income. Vol. II, The Advisory Council on the Va. Economy, Division of Planning and Economic Development, Va. Dept. Conservation and Development, Richmond 19, Va., July 1953, 42 pp.

Virginia Tax Laws. A Brief Digest for Taxpayers, 1954 Revision, Va. State Chamber of Commerce, Richmond, Va., 42 pp.

Marketing in Virginia. Report of the Committee on Markets and Marketing. The Advisory Council on the Va. Economy, Va. Dept. Conservation and Development, Richmond 19, Va., May, 1951, 75 pp.

Virginia Minerals and Rocks, by Richard V. Dietrich, Bulletin of Va. Polytechnic Institute, Station Series No. 90, VPI, Blacksburg, Jan. 1954, 61 pp.

Carry Me Back To Old Virginia. (Historical Points of Interest), Va. Dept. Conservation and Development, Richmond 19, Va., 50 pp.

The Chemical Industry Grows With Virginia. Area Development Department, Va. Electric and Power Co., Richmond, Va., Sept. 1954, 34 pp.

Manufacturers record

NATIONAL MAGAZINE OF PLANT LOCATION NEWS

EXPANSION BRIEFS

TARRYTOWN, N. Y. Construction will begin soon on Union Carbide Chemical Co.'s Technical Service Laboratory at Eastview, near here. The three-story building is located on a 280 acre tract, and the facility is estimated to be ready for occupancy by late 1959 or early 1960. The main building, of 85,000 square feet, will house 53 individual laboratory units, and plans include a 200-seat auditorium.

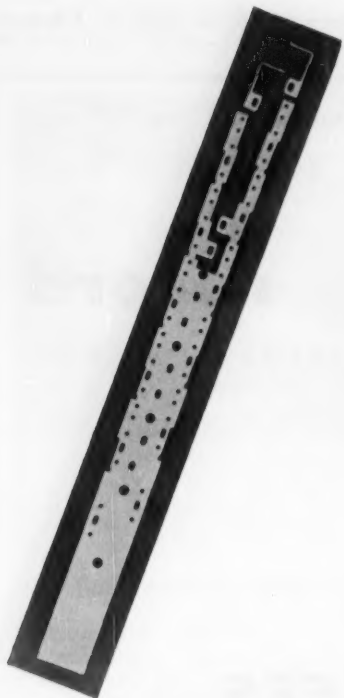
NORCO, LA. Construction contracts have been awarded for the remaining facilities in the glycerine production program of Shell Chemical Corp. Cost of this phase is estimated at more than \$10 million, and a completion target date is set for late 1959.

PHILADELPHIA. General Electric Co. slates a July, 1959, completion for its new \$1 million high voltage laboratory here. Announcement of the new research facility is a part of "Operation Upturn," G. E.'s broad program to accelerate business recovery by bringing all Company resources into action.

ARLINGTON, TEXAS. Container Corp. will build a \$2.5 million folding carton plant in the Great Southwest Industrial District here. About 200 persons will be employed in the \$6 million-a-year business.

OWENSBORO, KY. Construction rolls along ahead of schedule at the new organic chemicals and battery separator plant of the Dewey and Almy Chemical Co. Div. of W. R. Grace & Co. Battery separator unit is slated for completion late this year, and the organic chemicals plant early in 1959.

VANCOUVER. Crown Zellerbach Canada, Ltd. will start construction Sept. 1 of a corrugated paper box factory and warehouse in British Columbia's Okanagan fruit belt.



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8 station progressive die to pierce, blank, form and cut off right and left hand part at each stroke of press. Material — .060 cold rolled steel — Close tolerances.

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PLANT LOCATION NEWS

LATE NEWS HIGHLIGHTS

ST. PAUL. Durox, a lightweight concrete material referred to as the "Swedish wonder building material," will be produced at a \$1.25 million plant here. Durox of Minnesota, headed by its president, Dean Roland of Denver, expects to be in operation late this fall, employing 75 and producing 600 cubic yards of Durox products a day. William C. Chadwell, president of the California corporation that holds options for the state franchise, says that the first California plant to produce Durox will be built in the Los Angeles area this year at a cost of about \$1 million. He anticipates a Bay Area plant by 1960.

NEW YORK. Linde Company division of Union Carbide Corporation is erecting a new oxygen plant to serve four plants of United States Steel Company on the Monongahela River south of Pittsburgh. The plant will be located at the Duquesne Works of U. S. Steel. It will have 1,000 tons a day capacity, the equivalent of 730 million cubic feet of 99.5 per cent pure oxygen each month.

GREENVILLE, S. C. Texize Chemicals, Inc., of Greenville, has announced plans for building a complete processing plant at Palestine, Texas. To be located on a 10-acre site, the new facility will be of one-story modern construction and will have approximately 75,000 square feet of floor space. Total investment will be about \$1 million.

BRUNSWICK, GA. Construction is under way here on the multimillion-dollar gypsum board, lath and plaster plant of Best-wall Gypsum Company of Ardmore, Pennsylvania. When operations begin in the latter part of 1959, approximately 250 production workers will be employed. The plant will have an annual capacity of 300 million square feet of gypsum board and lath products and will use up to 300 thousand tons of gypsum ore a year.

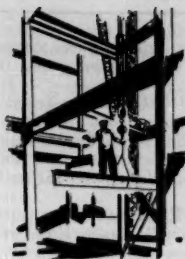
CALDWELL, IDAHO. Kit Manufacturing Company, Inc., is building here a new plant on a 10-acre site. The company, headquartered at Long Beach, California, produces mobile homes and travel trailers. The new facility will make at least 10 units a day. Commenting on location of the new plant, Kit President Dan Pocapalia said: "Regional units bring our products closer to their ultimate consumer and will result in more efficient marketing."

NEW YORK. Montgomery Ward has announced here that it began construction in late June on two new full-line stores, one in Houston and the other in St. Petersburg. Virtual twins, both stores are being erected on 10-acre tracts and each will have 186,000 square feet of floor space. They are scheduled for spring, 1959, completion.

WEST POINT, VA. The Chesapeake Corporation of Virginia has just put into operation here its third and largest chemical recovery unit, a 500-ton boiler designed for one of the highest pressure and temperature level combinations yet engineered in this country. Installation and operation of the unit completes a cycle of expansion and modernization of the kraft pulp and paper manufacturing plant here. Since World War II, Chesapeake Corporation has spent about \$21.6 million on new buildings, machinery and equipment. The program has been financed by reinvested earnings.

DANBURY, CONN. Ground has been broken here for a factory building to house Mosler Research Products, Inc., an affiliate of Mosler Safe Company. The plant, third major expansion to be announced by Mosler in the past five months, will produce electronic and electrical security devices.

HAMMOND, IND. The world's first plant devoted exclusively to processing tin plate and steel plate from coils for the manufacture of metal cans has been opened here by American Can Company. It has capacity to process up to 1.2 billion pounds of plate a year. The new project is part of a \$31 million expansion and improvement program of the company.



NEW PLANT SUMMARY

BY JOSIE QUILTY

The following is a summary of major industrial plants reported to **INDUSTRIAL DEVELOPMENT** during the month of May, 1958, by industries and industrial development organizations in the United States, Canada, and territories.

Number of employees is indicated by the code: B (25-100); C (100-250); D (250-1,000); and E (Over 1,000).

ALABAMA

Birmingham—Alabama Storage Co., storage warehouse. Oper. began May, 1958. \$200,000.

Birmingham—B. K. Elliott Co., constituted products; drafting and surveying equip.

Birmingham — J. W. Metals, Inc., steel products.

Mobile—Reichhold Chemicals, Inc., deep-water terminal for liquid and dry chemicals. Home office: White Plains. \$1 million.

Scottsboro—Scottsboro Mfg. Co., children's sportswear. (B)

Selma—Brooks and Perkins, Inc., magnesium plant. Home office: Detroit. Const. est. to begin summer, 1958. \$4.5 million.

ARIZONA

Willcox—Chill-Vac, Wilbur Asbury, Vice Pres., lettuce refrigeration. Subs. of City Products. Oper. began May, 1958. \$1 million.

ARKANSAS

Camden—Western Hatcheries, Joe Fechtel, Pres., hatchery. Home office: Dallas.

Osceola—Ham Grain, Inc., grain. (B)

CALIFORNIA

Brea—Treat-Olite Chemical Co., Imperial Hwy. Site selected.

Los Angeles—Durox California Corp., William C. Chadwell, Pres., lightweight concrete structural material. Oper. est. to being late, 1958. \$1 million.

Mountain View—Sylvania Electric Products, Inc., laboratory. Under const.

Palo Alto—Royco Instruments, Inc., 874 Fabian Way, office and research facilities for surface temperature measuring instruments.

Pittsburg—United States Steel Corp., L. B. Worthington, Div. Pres., tin plate. Oper. est. to begin late, 1959. Multi-million.

Redwood City—Safe-T Pacific Baking Co., Arthur Graham, Pres., ice cream cones. Under const. (C)

Richmond—Research Specialties Co., Gardner Blvd. & Esmeralda St., Galvin Industrial Park; design mfg. research instruments; radio-active chemicals. Under const. \$275,000. (B)

Sacramento — Addressograph-Multigraph Corp. in May purchased site at Elvas Ave.

and C. St.

Sacramento—Turkey Growers Cooperative of Northern California, turkey processing. Oper. est. to begin 1959. \$600,000.

Sacramento — Montgomery Ward & Co., Sacramento Ind. Park, warehouse. Oper. est. to begin summer, 1958. \$900,000.

San Jose—Graybar Electric Co., 1376 N. Tenth St., C. M. Perlewitz, Mgr.; electrical equip., appliances, lighting fixtures, motors, transformers. Distribution facility. Under const.

San Jose—International Business Machines Corp., Monterey & Cottle Rds., product development center. Under const. 40,000 sq. ft.

Stockton—Jewel Tea Co., Inc., 2079 E. Miner Ave., D. O. Lange, Mgr.; distribution office, warehouse. Oper. est. to begin July, 1958.

Stockton—Viebrock Metal Products, Inc., 510 N. San Jose St., F. M. Viebrock, Pres.; hardware and merchant steel commodities. Oper. began May, 1958.

Venice—Chem-Seal Corp., 12910 Panama St., Fred W. Weber, Pres.; development, mfg., sales of synthetic rubber compounds. In oper. (B)

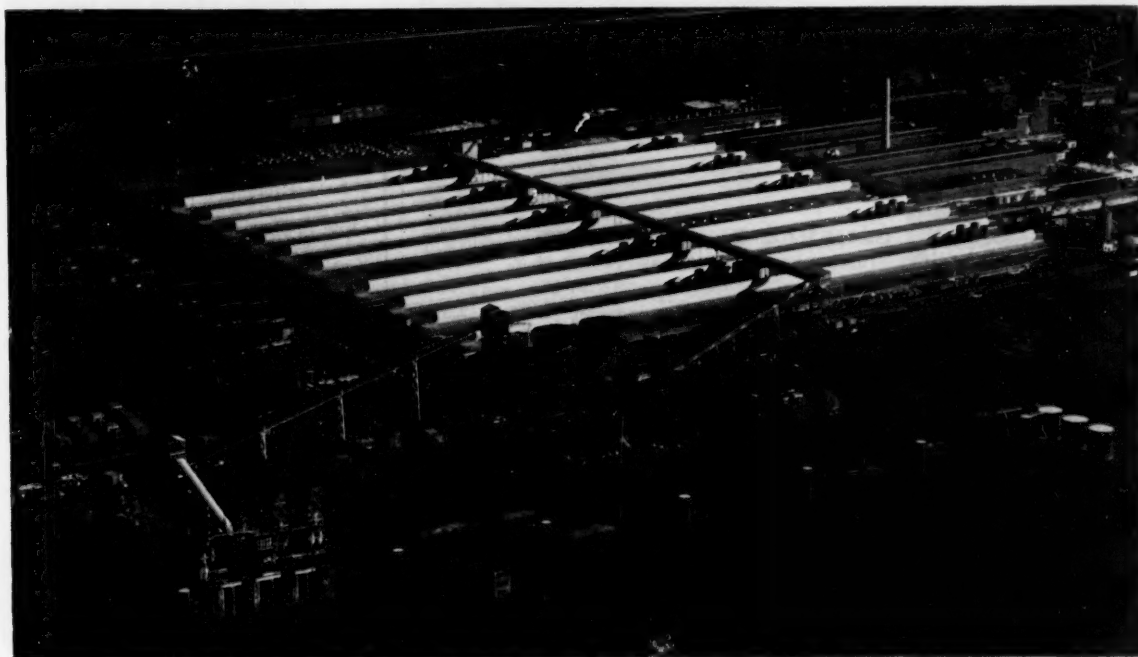
COLORADO

Littleton—Norgren-Stemac, Inc., 5400 S. Delaware St., Leigh H. Norgren, Vice Pres.; plastic injection molding, plating, zinc die castings, die cast nameplates. Oper. began May, 1958. \$750,000.

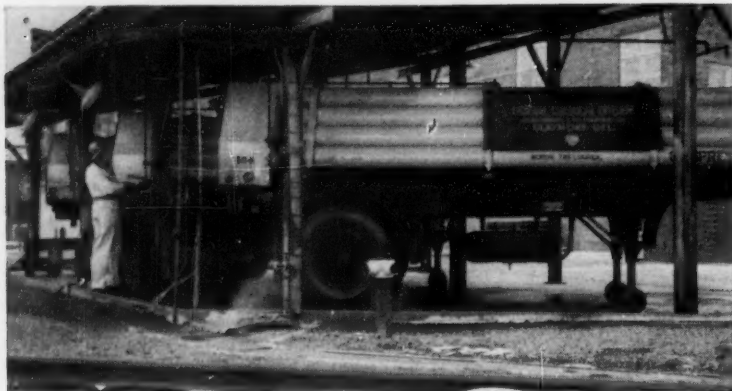
CONNECTICUT

Danbury—Chayes Dental Instrument Corp., Miry Brook Rd., Herbert Chayes, Pres.; dental supplies, abrasive products. Moving from New York. Oper. est. to begin Sept., 1958. (D)

Danbury—Howe Folding Furniture, Inc., Harold Howe, Pres., folding metal tables,



A new Ohio landmark is this reduction plant of the aluminum industry. The massive 180,000-ton facility, owned by Ormet Corporation, is on a site between Clarington and Hannibal. Scheduled for completion later this year, the new facility will cost approximately \$110 million. Owned jointly by Olin Mathieson Chemical Corporation and Revere Copper and Brass, Inc., Ormet is the nation's newest and fourth largest aluminum producer.



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NEW PLANTS

bench and table units, grills, display stands. Home office: New York. Has purchased 60 acre site. (B)

Danbury—Mosler Safe Co. plans office and manufacturing plant.

East Hartford—Fuller Brush Co., A. Howard Fuller, Pres., mfg., office, warehouse, storage. Oper. est. to begin fall, 1959. \$5.5 million.

Fairfield—Sturm-Ruger and Company, Inc., Post Rd., William B. Ruger, Pres.; revolvers and automatics. Has purchased site. (B)

Manchester—Brown & Sharp Mfg. Co., design, mfg. and market high-speed steel and tungsten carbide cutting tools. Home office: Providence. In oper.

North Grosvenordale—Crusader Mfg. Co., plastic covers. Home office: Brooklyn. In oper.

DELAWARE

Dover—American Marietta Co., Hwy. 99, general concrete items. Home office: Chicago. Const. began May, 1958. \$1 million.

DISTRICT OF COLUMBIA

No plants reported.

FLORIDA

Bronson—Brice Crate, Inc., B. E. Brice, Owner, citrus crates. Oper. began May, 1958. (B)

Dania — John P. Caval, John P. Caval, Owner, precision tool instruments. Oper. began June, 1958. (B)

Daytona Beach—Marine Hazards, Inc., marine safety devices. Annnd. May, 1958. (B)

Ft. Lauderdale — Utica General Alloyed Grey Iron Castings, Inc., Powerline Rd., George Buccolo, Pres.; pressure resistant alloyed grey iron casting products. Under const.

Ft. Lauderdale—Warren Mfg. Corp., 1359 S. W. 21st Terrace, Frank Reed, Pres.; air conditioning equip. Oper. began May, 1958.

Ft. Pierce—American Bakeries Co., baked goods. Annnd. May, 1958. \$1 million. (C)

Homestead — Gaines Construction Co., Julius Gaines, Pres., concrete roof trusses. Annnd. May, 1958.

Jacksonville—Fabriform Plastics Co., Paul M. Lennard, Pres., plastic rocket noses. (C)

Jacksonville—Sears-Roebuck & Co., store and service station. Const. began May, 1958. \$Multi-million. (D)

Largo—Arrow Engineering Co., Earl Brane, Pres., profilers (machines used in aircraft components to do duplicate work). Oper. began June, 1958. (C)

Manatee County—White Canoe Co., Walter King, Pres., lapstrake boats. Oper. began May, 1958.

Orlando—McMillan Furniture City, Inc., George F. McMillan, Pres., wooden furniture. In oper. (B)

Orlando—Southern Tile Lite, Inc., 1108 Sligh Blvd., William W. Smith, Pres.; Portland cement adhesive mortar, tile grout. Oper. began May, 1958. (B)

Panama City—Pepsi-Cola Bottling Plant, 328 W. Beach Dr. Oper. began May, 1958. (B)

Tampa—Swift & Co., 26th St., P. B. Howland, Mgr.; industrial adhesives. Oper. est. to begin fall, 1958.

Winter Garden—California Spray Chemical Corp., Cliff Sutton, Branch Mgr., lab., warehouse, office. Oper. began May, 1958.

GEORGIA

Americus — Connally Bros., Inc. in May opened warehouse to supply mobile home

NEW PLANTS

manufacturers. Announced plans for plant to follow.

Athens — Athens Concrete Products Co. Oper. began May, 1958.

Atlanta — Foote & Davis, Inc., Miami Circle, Piedmont Southern Ind. Center, Albert Love, Pres.; printing oper. Under const. \$1.25 million.

Atlanta—Jones & Boyd Mfg. Co., cafe curtains.

Atlanta—National Program Printing Co., printing plant. Oper. began May, 1958.

Atlanta — Plaxicrete, Inc., chemical coatings for concrete.

Atlanta — T. B. Wood's Sons Co., 485 Stephens Ave., S. W., branch office, warehouse. In oper.

Augusta—General Electric Co., 548 Calhoun St., Henry F. DeLong, Div. Gen. Mgr.; cathode ray tubes. Oper. est. to begin fall, 1958. (B)

Cartersville — Barnes Mfg. Co., building materials plant and warehouse. Home office: Etowah, Tenn. Oper. began May, 1958.

College Park—Mercure Steel Corp., aluminum carports, ornamental iron products.

Macon—Owen Mfg. Corp., aluminum window frames. Home office: Kansas City.

Rome—Jarvis Bros. Casket Shell Co., Alvis R. Jarvis, Co-owner, steel casket shells. Moving from Richmond, Ind.

IDAHO

Boise—Guerdon Industries, Inc., Guerdon T. Wolfe, Jr., Vice Pres., mobile homes. Home office: Marlette, Mich. Oper. est. to begin late summer, 1958. \$255,000. (D)

Caldwell—Kit Mfg. Co., Inc., Dan Pocalia, Pres., mobile homes, travel trailers. Home office: Long Beach. Const. began June, 1958.

ILLINOIS

Addison — Daniels-Krummer Engraving Co., Addison Rd. Const. began April, 1958.

Arlington Heights—Crown Rheostat and Supply, Pratt Blvd., Centex Ind. Park, George E. Huenerfauth, Pres.; plating and dipping tanks, related equip. Oper. began June, 1958. (B)

Arlington Heights — Franklin MacVeagh and Co., Pratt Blvd., Centex Ind. Park. Oper. est. to begin July, 1958.

Arlington Heights — Howell Tractor and Equip. Co., Pratt Blvd., Centex Ind. Park. Oper. est. to begin July, 1958.

Broadview—Amphenol Electronics Corp., Cermak & 25th Ave., Arthur J. Schmitt, Pres.; main office of machining, plating oper. Oper. est. to begin spring, 1959.

Chicago—Acme Steel Co., Wentworth Ave., oxygen. Const. began May, 1958.

Chicago—Fleischmann Melting Co., 2143 W. 51st, laboratory. Oper. began May, 1958. \$250,000.

Chicago—Offner Electronics, Inc., Schiller Park. Under const. \$250,000.

Chicago — Western Electric Co., Hawthorne In. & Kress Rd., Arthur Goetze, Pres.; main distribution center for telephone equip. and supplies. Unit of Bell Telephone System. Oper. est. to begin fall, 1959. (E)

East Moline—Deere & Co. \$Multi-million research plant planned.

East Moline—Eagle Signal, Coaltown Rd., E. R. Freeberg, Pres.; timing devices, control equip., related electronic products. Has purchased 20 acre site. \$2 million.

Frankfort—Superior Match Corp., Harold Meitus, Pres.; book matches. Home office: Chicago. Const. began May, 1958. (D)

Granite City—Midwest Air Products, Mon-



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This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

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NEW PLANTS

roe St., oxygen, nitrogen, argon, acetylene, other industrial and medical gases. Subs. of Air Products, Inc. Oper. began May, 1958. \$3.5 million.

Joliet—Texas Illinois Natural Gas Pipeline Co., Rte. 59, warehouse planned.

Joliet—Velsicol Chemical Corp., Dr. Robert Sauer, Vice Pres., petro-chemical plant. Const. est. to begin spring, 1959. (D)

Lincoln—Cutler-Hammer, T. J. Manning, Mgr., low voltage electrical equip. Oper. began May, 1958. \$4 million. (D)

Maywood—Alliance Tool and Mfg. Co., 91 Wilcox, cutting tools. Oper. est. to begin summer, 1958.

Melrose Park — Richardson Co., plastic products. New research plant under const.

Pecatonica — Ipsen Ceramics, Don Bissell, Gen. Mgr., ceramic parts for radio and chemical industries. Div. of Ipsen Industries, Inc. In oper. (B)

Rockford—Elco Tool and Screw Co., 1111 Samuelson Rd., Harry F. Wemple, Vice Pres. Oper. to begin July, 1958. 242,000 sq. ft. (D)

Rolling Meadows—Acme Gravure Services, Inc., Industrial Ave., Northwestern Ind. Park, Walter H. Haase, Pres.; gravure engraving and plate mfg. plant. Const. began May, 1958. \$250,000.

Skokie—Standard Rate and Data Service, Inc., Edens Hwy. & Old Orchard Rd., C. L. Botthof, Pres.; publishing firm. Oper. est. to begin 1959.

Vandalia — Johnson, Stephens & Shinkle Shoe Co., McLeod Stephens, Pres., ladies' dress shoes. Oper. began May, 1958.

INDIANA

Ft. Wayne—Farnsworth Electronics Co., L. G. Haggerty, Pres., missile test equip., other electromechanical systems. Div. of International Telephone & Telegraph Corp. Oper. began May, 1958. \$4 million. (D)

Geneva—Nudor Mfg. Co., N. Railroad St., Robert A. Karkau, Mgr., sliding glass doors and windows. Oper. began June, 1958. (B)

IOWA

Boone—Northwestern Bell Telephone Co., Mamie Eisenhower Ave. & Story St., D. G. Williams, Mgr., dial system center. Oper. est. to begin 1960. \$1.25 million.

Britt—Nebraska Food Packing Co., skim milk dry powder packaging. Oper. began May, 1958. (B)

Charles City—B & B Automatic Products, Robert E. Beduhn, Owner, screw machine products. Oper. est. to begin August, 1958.

Corning—Major Brands, Inc., dairy products. Home office: Chicago. Oper. est. to begin late, 1958. (B)

Dubuque—Harnischfeger Corp., Herman

BOSTON. Development plans are being pushed ahead for Greater Boston's largest industrial park—the new \$200 million Massachusetts Industrial Center.

Strategically situated at the crossroads of New England's key highway network, the 1,400 acre center straddles a broad stretch of farmland on the Marlboro-Northboro line. It is custom-planned for an industrial city of 200 service and manufacturing plants, and is engineered for firms seeking larger plant locations with room for future expansion.

Menck, Vice Pres. Const. est. to begin summer, 1958. (D)

Guthrie Center — Carroll Egg Co., egg packaging and processing. Oper. began June, 1958. (B)

Guttenberg — Pigloo Corp., pig brooder houses. Oper. began May, 1958.

Madrid—Madrid Mfg. Co., mixer wagons, other farm products. Oper. began June, 1958.

Manchester—Henderson Mfg. Co., O. E. Henderson, Pres., heavy machinery. Moving from Cedar Rapids. Oper. est. to begin Oct., 1958. (B)

Manson—Eiber Glass Products, Inc., fiber glass boats. Oper. began June, 1958.

Mason City—Farmers Elevator Service Co., feed. Oper. began May, 1958.

Muscataine—Alpha, Inc., combination picnic tables and benches. Oper. began June, 1958.

Ottumwa—Comfort, Inc., reclining chairs. Oper. began May, 1958.

Ottumwa — Lund Products, Inc., agricultural knives. Home office: Maynard, Mass. Oper. est. to begin summer, 1958. (B)

Washington — McCleery-Cumming Calendar Corp., Tyler St., Harold W. Cumming, Vice Pres.; calendars. Oper. began May, 1958.

KANSAS

Arkansas City—Safe Driving Club, John Burgess, Mgr., travel insurance vending machines. Oper. est. to begin Sept., 1958. \$100,000. (D)

Lawrence—Hallmark Cards, Inc., Kansas Turnpike Access Rd., Charles S. Stevenson, Vice Pres.; ribbon, greeting cards. Oper. began May, 1958. \$1 million. (C)

KENTUCKY

Amberley Village — Pepsi-Cola Bottling Co., 2121 Sunnybrook Dr., James B. Somerall, Vice Pres. Full oper. to begin fall, 1958.

Calvert City — Air Reduction Chemical Co., Inc., John A. Hill, Pres., polyvinyl alcohol resin. Div. of Air Reduction Co. Oper. est. to begin 1960. \$12 million.

Franklin — Franklin Processing, Inc., Charles Sinagra, Pres., fruit processing. Oper. began June, 1958. (C)

Lebanon—United States Fire Extinguishers Corp., Donald Booth, Pres., fire extinguishers. Oper. est. to begin July, 1958. (B)

Russellville—Southern States Co-Operative, Inc., Hwy. 68, H. Maurice Williams, Rep.; granular fertilizer. Oper. est. to begin spring, 1959. \$750,000. (B)

LOUISIANA

Eunice—Eunice Extraction Plant, extraction of natural gasoline, normal butane, isobutane and propane. In oper. (B)

MAINE

Bridgetown—J. R. Maine Co., S. High St., Bud Mains, Owner; wood products, new factory and sawmill. Const. began May, 1958.

Detroit—Eastern States Farmers Exchange, U. S. Rte. 2, William D. Milsop, Gen. Mgr., fertilizer. Oper. to begin late, 1958. \$750,000.

Skowhegan—Skow-Moc, Inc., shoes. Oper. est. to begin Nov., 1958.

MARYLAND

Baltimore—Aluminum Finishers, Inc., 5000 E. Monument, L. C. Kingsbury, Pres.; electroplating and anodizing. Oper. began June, 1958.

Baltimore—J. L. Tubular Products, Inc., 1616 Bush St., W. H. Buchanon, Vice Pres., galvanized chain link fencing, tubular posts and related hardware. In oper.

MASSACHUSETTS

Auburn — American Metal Products Co., super market shopping carriers. Oper. began May, 1958.

Ballardvale—Reichhold Chemicals, epoxy resins. Oper. began early summer, 1958.

Billerica—Godfrey L. Cabot, Inc., Concord Rd., research firm. Plans plant. (B)

Boston — Harvey Wells Electronics, Inc., research and development facility. Home office: Southbridge, Mass. In oper.

Boston—Laboratory for Electronics, radar systems. Plans new plant.

Boston — Pepsi-Cola Bottling Plant, 130 Western Ave., James J. McCaffrey, Gen. Mgr., bottling plant. Oper. began May, 1958. \$1.5 million.

Burlington—Houghton Mifflin Co., publishing house. Moving from Cambridge. Under const.

Burlington—Raytheon Mfg. Co., Microwave and Power Tube Div., Rte. 128, electronics lab. Oper. est. to begin early, 1959. 150,000 sq. ft. (D)

Canton—Instron Engineering Corp., Rtes. 123 & 138, engineering, production, storing, shipping facilities. In oper. (B)

Fall River—Home Lite Products, lamps, metal household accessories. Oper. began May, 1958.

Marlboro — Hawkrider Bros. Co., steel warehousing. Moving from Boston.

Milford — Bettinger Corp., Summer St., Milford Ind. Park, ceramic-on-metal products. Oper. est. to begin July, 1958. (D)

OIL AND GASOLINE STORAGE TANKS



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Needham—Polaroid Corp., film. Has leased 170,000 sq. ft. In oper.

Needham—Sylvania Electric Corp., electrical products. 100,000 sq. ft. In oper.

Springfield — Electrolux Vacuum Co., regional office. Oper. began May, 1958. (C)

Vineland—Estey Corp., F. P. Tucker, Pres., shelves, trays, files, other metal office equip. Home office: New York. Const. began June, 1958. 32,000 sq. ft. (C)

West Concord—Nuclear Metals Co., Rte. 62. Oper. est. to begin fall, 1958. (D)

MICHIGAN

Coldwater — Climax Molybdenum Co., Albert Herzig, Pres., vacuum arc casting oper. for producing molybdenum ingots for missile field. Sibs. of American Metal Climax, Inc. Oper. est. to begin late, 1958. \$1 million. (B)

Detroit—General Electric Co., 6501 Nevada, E. T. C. Diggles, Dist. Mgr.; appliance distribution and service center. Oper. began May, 1958. \$2.25 million.

Grand Rapids—Bissell Carpet Sweeper Co. Const. began May, 1958. \$3.5 million.

Grand Rapids—General Electric Co., appliance distribution and service center. In oper.

MINNESOTA

St. Paul—Durox of Minnesota, Inc., Dean Roland, Pres., cellular gas concrete products. Const. est. to begin fall, 1958. \$1.25 million. (B)

MISSISSIPPI

Biloxi—PGM Packing Co., Oak St., fountain syrups, liquid malt. Oper. est. to begin late summer, 1958.

Flora—King Industries, lumber. In oper. Jackson — Pepsi-Cola Bottling Co., Delta Dr., Carl H. Langschmidt, Vice Pres. Oper. est. to begin late, 1958.

McComb — Barnwell Production Co. of Shreveport, refinery. Oper. est. to begin fall, 1958. \$2.5 million. (D)

Tupelo—Tupelo Dry Pick Spindle Co., W. Luce Wood, Pres., cotton picker spindle not requiring water. In oper. (B)

Verona — Sunshine Mills, Inc., flour and corn meal. Oper. est. to begin fall, 1958. \$250,000. (B)

Vicksburg—Banks Tank Co., steel fabrication. Oper. began May, 1958.

Vicksburg—Styra-Soil, Inc., artificial plant food. In oper.

MISSOURI

Carthage — Carthage Poultry Co., Fred Weidemann, Pres., poultry packing plant. Oper. est. to begin Oct., 1958. (C)

Moberly—Uregas Service, Inc., Hwy. 24, Kenneth H. Dickson, Vice Pres., district office, warehouse. Const. began May, 1958.

MONTANA

No plants reported.

NEBRASKA

No plants reported.

NEVADA

Arrolime — United States Lime Products Corp., Kennedy Ellsworth, Gen. Mgr., lime processing. Subs. of Flintkote Co. Oper. began May, 1958. \$2 million.

NEW HAMPSHIRE

No plants reported.

NEW JERSEY

Belvidere — Colanese Corp. of America, polyvinyl acetate emulsions. Oper. began early summer, 1958.

Burlington—Barium Steel Co., River Rd., J. A. Sisto, Chmn. of Bd.; high quality carbon steel plant planned.

East Rutherford—General Tire & Rubber Co., William O'Neil, Pres., tire retread plant. Home office: Akron. \$1 million.

East Rutherford—Sommers Plastic Products Co. of New York, William St., East Rutherford Ind. Park, Herman J. Schecter, Off., distribution and warehousing.

Jersey City—Associated Paper Co., waste paper plant. Home office: Philadelphia. Oper. began May, 1958.

Fairview—Century Electric Co., G. Moe, Mgr., office, warehouse. Home office: St. Louis, Mo. In oper.

Piscataway Township — Air Reduction

Chemical Co., facilities for technical services and applications work in the field of chemicals derived from acetylene. Div. of Air Reduction Co., Inc. Const. began June, 1958. \$1 million. (A)

Pomona—National Aviation Facilities Experimental Center, Atlantic City Naval Air Station, research center planned. (D)

NEW MEXICO

Albuquerque—American Pipe & Construction Co., Bill Murray, Supv., concrete water mains. Oper. began June, 1958. (B)

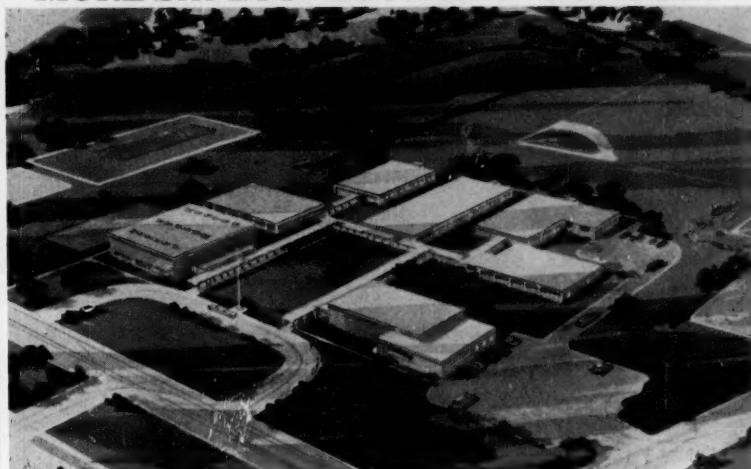
Albuquerque—Emerald Pipe Corp., oil and gas pipeline. Oper. est. to begin fall, 1958. \$4 million.

Albuquerque—Ideal Cement Co., cement. Oper. est. to begin fall, 1958. \$12 million.

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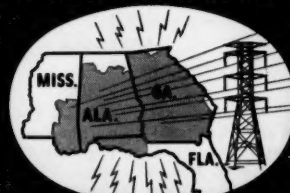
New Uses of Natural Resources Stimulate Dixie's Diversified Development!

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Exhaustive Southern research and educational efforts are constantly creating new industrial processes and manufacturing techniques. Developments such as these are turning Dixie's vast natural wealth into an ever-growing variety of products. Result: an expanded commerce which brings new strength to the South's economy.

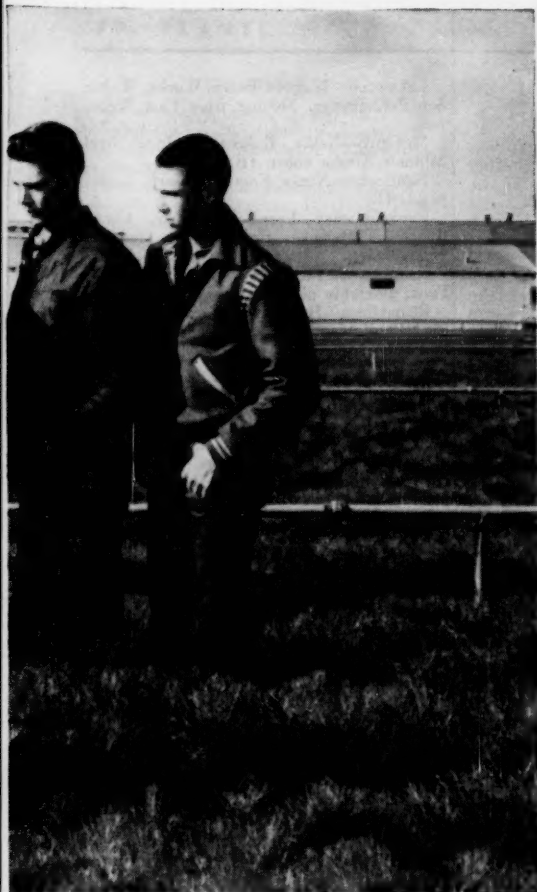
The region's quest to harness natural resources is reflected in the expansion plans of The Southern Company and its operating affiliates. This program includes enormous hydroelectric developments on the Coosa, Warrior and Chattahoochee Rivers, and the new Southern Electric Generating Company's construction of a \$150 million steam generating plant in the heart of Alabama's coal fields. These are part of a \$500 million, three-year construction project of the group—further evidence that *the last half of the twentieth century belongs to the South!*

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Mississippi Power Company Gulfport, Mississippi
Southern Electric Generating Co. . Birmingham, Alabama



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"LOADED" WITH \$28,000, high school girls enjoy their tour of the Federal Reserve Bank Sixth District headquarters in Atlanta. In 1957, this Bank and its four branches cleared over 250 million individual checks—more than twice the number of ten years ago.



HER IMAGE REFLECTED in the surface of a guided missile tracking camera mirror, this technician measures to a millionth of an inch the lens, prisms and other parts for optical systems made by Ferson Optical Company, Ocean Springs, Mississippi. Military contracts account for 70 per cent of the firm's output. Ferson is one of three such suppliers in the U. S.

NEW PLANTS

Grants—Homestake-New Mexico Partners Mill, Dr. Donald H. McLaughlin, Pres. of Homestake Mining Co.; milled uranium. In oper. \$9 million.

Grants — Homestake-Sapin Mill, milled uranium. Oper. began June, 1958. \$9 million.

Grants — Kermac Nuclear Fuels Corp., Uranium Concentrator Mill, milled uranium. Oper. est. to begin June, 1959. \$18 million.

Grants—Phillips Petroleum Co., Phillips Mill, milled uranium. Oper. est. to begin fall, 1958. \$18 million.

Las Vegas — New Mexico Textiles, Inc., Coast Fashion Div., women's and infants' apparel. Oper. est. to begin fall, 1958. (B)

Los Alamos—Atomic Energy Commission, engineering and laboratory building. Oper. est. to begin fall, 1958. \$637,000.

Raton—Kochler Mine, Kaiser Steel, coal. \$900,000.

NEW YORK

Corning—Corning Glass Works, William C. Decker, Off., technical products div. Oper. began May, 1958. \$3 million. (D)

Ithaca—National Cash Register Co., R. G. Fowler, Off., cash registers and adding machines. Oper. began May, 1958. \$2 million. (D)

New York—Diana Stores Corp., 450 W. 41st St., B. A. Jacobi, Off.; warehouse. Oper. began May, 1958. \$4.1 million. (D)

New York—Samson United of New York, Leonard Morton, Off., automatic electric irons. (B)

Olean—Loretto Foods, Inc., W. State Rd., Norman R. Utecht, Off.; frozen foods. Oper. began May, 1958. \$185,000. (B)

NORTH CAROLINA

Biltmore—Avon Yarn Mills, Inc., yarn. (B)
Charlotte—Armour & Co., Thrift Rd., J. A. Higgins, Div. Mgr.; sausage products, luncheon meats. \$2 million. (C)

Charlotte—Belvedere Hosiery Div., Stratwear, Inc. (C)

Charlotte — Frigidaire Sales Corp., distributing oper. (B)

Charlotte—Republic Steel Corp., culvert div. (B)

Charlotte—U. P. D. Div., Allen Knitting mills. (D)

Charlotte — Western Electric Co., communications equip. shop, distribution warehouse. (D)

Henderson — Perfect Packed Products Corp., Michael Bershad, Pres., food processing. Oper. est. to begin Oct., 1958.

Liberty—Newport Turning Co., Inc., turned wood products. (B)

Maiden—Superior Chair Co., upholstered furniture. (B)

Mint Hill—Holland Hosiery Co., packaging plant. (B)

Morgantown—Skyland Textile Co., Hwy. N. C. 181, W. R. Loftis, Pres.; children's knitted clothing. Subs. of United Hosiery Mills. Const. began May, 1958. \$400,000. (D)

Rose Hill—Raleigh Hatcheries, Inc., R. E. Goodwin, Jr., Mgr., hatchery. Home office: Raleigh. Oper. est. to begin summer, 1958.

Shelby—Universal Mfg. Co., Plant No. 2, D. Ellis Glasco, Mgr., women's housecoats and dusters. Oper. began June, 1958. (B)

Smithfield — Gainesville Hatcheries, Inc., hatchery. (B)

Statesville—William T. Burnette and Co., Taylorsville Rd., foam rubber and batting. Home office: Baltimore. Const. began May, 1958. (B)

Wilson — Carolina Fiberglass Products, fiberglass reinforced plastic products. (B)

NORTH DAKOTA

No plants reported.

OHIO

Archbold—Higbie Mfg. Co., Carlton Higbie, Pres., steel tubing. Home office: Rochester, Const. began June, 1958. \$500,000.

Cleveland—Century Electric Co., F. Hatfield, Mgr. office and warehouse. Home office: St. Louis, Mo. In oper.

Cleveland—Rosenthal Outdoor Advertising Co., 2030 W. 21st St., assembly and storage of advertising material.

Coshocton—Universal Cyclops Steel Corp., H. F. McEntire, Plant Engineer, mill, process and fabricate stainless steel material. Home office: Bridgeville, Pa. Oper. est. to begin late, 1958. \$Multi-million. (C)

Lancaster — Sakas, Inc., engineering and drafting service. Oper. est. to begin July, 1958.

Lorain—National Tube Div., U. S. Steel Corp., John E. Goble, Off., steel pipe. Oper. est. to begin 1960. \$5 million.

Mason — International Paper Co., paper products. Oper. est. to begin Oct., 1958. (B)

Montpelier—Robinair Mfg. Co., East Ave. and Brown Rd., Harold Tubbs, Gen. Mgr.; precision tools. Subs. of Kent-Moore Mfg. Co. Moving from Edgerton. Oper. est. to begin fall, 1958.

Piqua—Atomic Energy Commission, W. K. Davis, head of reactor development, atomic power plant. Const. est. to begin spring, 1959. \$12.3 million.

Ravenna—Master Craft Machine Co., N. Mantua St., machine parts.

Ridgeville Township—Draudt Engineering Co., Root Rd., Don Draudt, Pres.; assembly and storage plant for vinyl injection molding and die building oper. Home office: North Olmsted. Const. est. to begin spring, 1959. (B)

Wellington—Godes Homes, Inc., S. Mill and Maygar Sts., David A. Godes, Pres.; pre-paneled homes. Oper. began May, 1958.

Wellington—Wadsworth Millwork Corp., Erie St., William Stewart, Mgr.; flush doors. Home office: Wadsworth, Ohio. Oper. began May, 1958.

Woodstock—Chemical Rubber Co., 9974 Springfield Rd., laboratory supplies and equip. warehouse and office building. Oper. began June, 1958.

OKLAHOMA

Ardmore—Temco Aircraft Corp. Home office: Dallas. (E)

Chickasha—Diamond Chemical Mfg. Co. In oper.

McAlester—R. B. S. Mfg. and Sales Co., Andrew C. Russell, Pres., ignition points. Plant planned. (B)

OREGON

No plants reported.

PENNSYLVANIA

Danville—Merck & Co., Inc., John T. Conner, Pres., hi-grade silicon. \$5 million.

Fairbank — Brunton Knitting Mills, Inc., George Brunton, Pres., men's and women's sweaters. Oper. began June, 1958. (B)

Ft. Washington—McNeil Laboratories, Inc., Henry S. McNeil, Pres., pharmaceutical.

Freeland — Construction Display Units, Inc. Under const. (B)

Glassport—Westinghouse Electric Corp., Ohio Ave. & Broadway, W. T. Pitzer, Mgr.; mfg. and repair div. Const. began May, 1958. (C)

Lakewood—Wagner Fence Works, Walter Schaffer, Owner. Moving from East Weissport.

McClure—Nellis Industries, Inc., steel cabinets. Under const. (B)

Nanticoke—Nanco Footwear Corp. Under const. (B)

Punxsutawney—Loree Footwear Corp., Charles Putterman, Pres., shoes. \$180,000. (C)

Reading—J. R. Clark Co., K. B. Olander, Pres., assembly plant. In oper. \$250,000. (C)

Reamstown—Hess Bros. Farm, Inc., Rte. 222, Paul Hess, Co-owner; egg marketing and processing. Oper. est. to begin August, 1958. (B)

Scranton—International Salt Co., Inc., Edward L. Fuller, Pres., salt and salt products, administration bldg. Const. began May, 1958, on 175 acre tract. \$1.7 million. (C)

Washington—Federal Paper Board Co., Inc., John R. Kennedy, Pres., folding boxes. \$1 million. (D)

Washington—National Electric Coil Co., John W. Overstreet, Pres., electric equip. \$600,000. (B)

Wellsboro—Mergenthaler Linotype Co., Hraham Condie, Mgr., linofilm, new photographic typesetter. Home office: Brooklyn. Const. began May, 1958.

Williamsport—Tetley Tea Co., Edward C. Parker, Pres., tea packages. Home office: New York. In oper. \$283,613. (C)

RHODE ISLAND

North Smithfield—Edgcomb Steel Co. of N. E., Inc., Arthur Moody, Pres., steel sales and distribution. Oper. began June, 1958. \$500,000.

North Smithfield—Industrial Development Foundation of Greater Woonsocket. \$175,000 bldg. for speculation. Const. est. to be completed July, 1958.

Warwick—Kenney Mfg. Co., 960 Jefferson Blvd., William C. Kenney, Pres.; curtain rods and fabricated metals. Home office: Cranston. Oper. est. to begin early, 1959. 86,400 sq. ft. \$500,000. (C)

Warwick—Leviton Mfg. Co., 745 Jefferson Blvd., Isidore Leviton, Pres.; electrical wiring devices. Home office: Brooklyn. Oper. est. to begin early, 1959. 165,000 sq. ft. \$1 million. (D)

Woonsocket—Sadwin Textile Co., curtains, novelty fabrics. In oper.

SOUTH CAROLINA

Allendale—Allendale Garment Co., Lee Schwartz, Mgr., specialty textile products. Plans new plant.

Cayce—Laundry Center, 1307 State St., Sumter Moore, Pres., laundry.

Columbia—Atlantic Coast Line Development, Rosewood Dr., warehouse.

Columbia—Grant-Stevens Welders, fabricating.

Columbia—Sunshine Biscuit Co., Rosewood Dr. warehouse and storage.

Conway—Eastern Brick & Tile Co., brick and tile. \$350,000.

Holly Hill—School-timer Frocks, Inc., dresses. \$150,000. (C)

Saluda—Fairview Hatchery, Inc., hatchery. Starr—Carolina Tank Corp., M. C. Snyder, Pres., metal fuel oil tanks and other metal containers. Const. began June, 1958.

Whitmire—Whitmire Hosiery Corp., hosiery.

SOUTH DAKOTA

No plants reported.

NEW PLANTS

TENNESSEE

Chattanooga—Unique Homes, Inc., John M. Kemp, Jr., Pres., prefabricated houses. (B)
Dresden—Danick Novelty Mfg. Co., stuffed toy animals. In oper.

Greenville—National Business Forms, Inc., Asheville Hwy., Emerson D. Folk, Pres., business and specialized forms. Oper. est. to begin Sept., 1958. (C)

Hendersonville—United Grave Vault, Inc., C. C. Hampton, Off., steel grave vaults. Site selected June, 1958. (B)

Jackson—Mid-South Textile Co., textile products. Has selected site. (C)

McMinnville—John Oster Mfg. Co., Hwy. 70, small electrical appliances. Home office: Milwaukee. Oper. est. to begin early, 1959. \$500,000.

Sharon—W. S. Wormser Co., children's wear. Oper. est. to begin Sept., 1958. \$150,000. (C)

South Pittsburg—Coca Cola Bottling Works. In oper.

Tulahoma—George A. Dickel, Co., Riley Creek Rd., distillery. Subs. of Schenley Industries, Inc. Oper. est. to begin 1959. \$1 million. (C)

TEXAS

Ft. Worth—G & G Mechanical Co., truck body and metal fabrication plant. Under const.

Houston—Dynamic Metals, Inc., Jack McCordic, Vice Pres., foamed aluminum plant planned. \$1 to \$2 million.

Houston—Lone Star Paint and Lacquer Mfg. Co., D. M. Jones, Pres., paints, lacquers, synthetic enamels, epoxy coatings, oil field rig enamels, lacquer thinners. Home office: Henderson, Texas. Has selected site.

Houston—Texophyl Corp., E. A. Allen, Pres., extraction of porphyrins and by products from alfalfa and wheat. Seeking 6 to 12 acre site. \$3 million.

Jefferson—Texas Gulf Sulphur Co., Fannett Dome Plant, sulphur. Oper. began May, 1958. (C)

Orange—Crown Zellerbach Corp., polyethylene film for packaging. Oper. est. to begin summer, 1959.

Orange—Ludlow Papers, Inc., plastics processing plant. Oper. est. to begin late, 1958.

Owentown—Continental Can Corp., Ed Olsen, Mgr., corrugated shipping containers. Oper. est. to begin July, 1958. \$250,000. (B)

Palestine—Texize Chemicals, Inc., W. J. Greer, Pres., consumer, textile and commercial chemical products. Oper. est. to begin early, 1959. \$1 million.

Plainview—Plainview Acid Delinting Co., 24th St., Roland Morris, Mgr.; delinting process. Oper. est. to begin fall, 1958.

San Antonio—Alcor, Inc., Alf Hundere, Pres., testing lab. for fuels and lubricants. In oper. (B)

San Antonio—Automotive Research Associates, Norman Penfold, Pres., road testing lab. for engine fuels. In oper. (B)

San Antonio—CAA Traffic Control Center, electronic control devices. Under const. \$5 million. (D)

San Antonio—Dixie Form & Steel Co., heavy steel forms for locks, dams, bridges. In oper. (C)

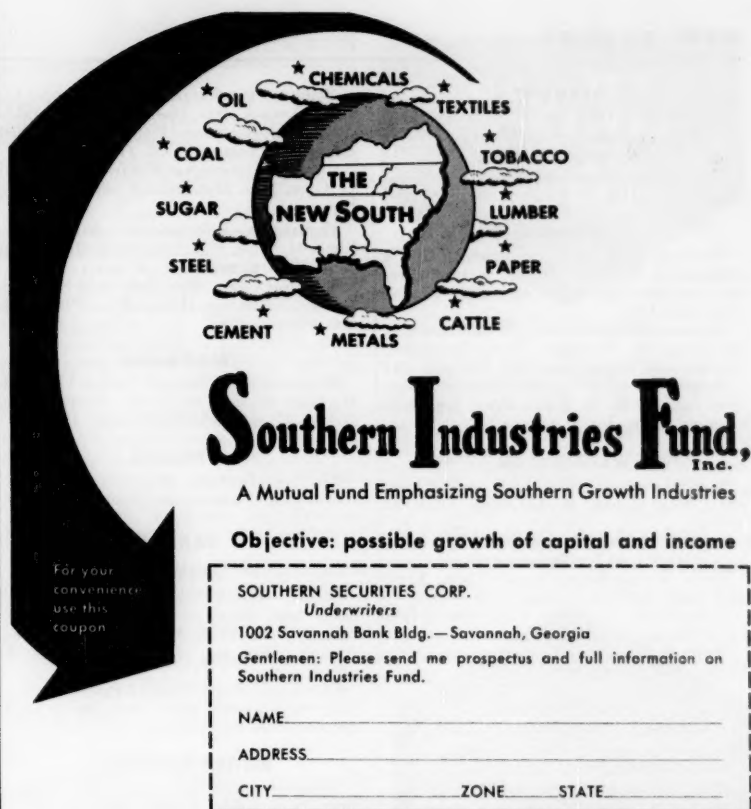
San Antonio—Southwest Products, Inc., Bruce Eyttinge, Pres., electronics products. In oper. (B)

UTAH

No plants reported.

July, 1958

43



Southern Industries Fund, Inc.
A Mutual Fund Emphasizing Southern Growth Industries

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(Wilkes Barre Area)

New Bulletin No. 47, describes DIAMONTEX Perforated Metal Lay-in Panels for Modern Acoustical Ceilings.

NEW PLANTS

VERMONT

Lyndonville—Old Fox Agricultural Sales Co., fertilizer plant. Home Office: East Providence, R. I. In oper.

Townshend—Mary Meyer Mfg. Co., Walter Meyer, Gen. Mgr., stuffed toys. In oper. (B)

VIRGINIA

Henrico—B. T. Crump Co., Staples Mill & Dumbaron Rds., R. H. C. Seaton, Pres., sewn textiles. Has taken option on 17 acre tract. \$500,000.

Richmond—Dean Foods Co., 1400 Ninth St. Rd., Dean C. Engstrom, Pres., margarine. Limited oper. began May, 1958. \$500,000. (B)

Scottsville—Globe Products-United Services, Inc., G. M. B. Watts, Pres., household cleaning fluids. Under const.

WASHINGTON

Seattle—Antero Corp., 5th and Union, office bldg. Const. began June, 1958. \$3 million.

Seattle—University Properties, Inc., office bldg. planned. \$6.7 million.

Walla Walla—Boise Cascade Corp., Kraft pulp paper mill. Under const. \$10 million.

Walla Walla—Columbia Basin Steel & Iron Co., steel fabrication. Under const.

Walla Walla—River Grain Terminals, Inc. Under const. \$500,000.

WEST VIRGINIA

Apple Grove—Appalachian Power Co. has acquired 315 acre site for power plant.

Bellaire—Bellaire Garment Co., A. E. Warer, Mgr., clothes. Subs. of Bobbie Brooks. Oper. began May, 1958. (D)

Bellaire—Pittsburgh Gage and Supply Co., Rte. 7, branch office. Oper. began May, 1958.

Bellaire—Suburban Motor Freight. Oper. est. to begin summer, 1958. (B)

Charleston—Graybar Electric Co., Inc., H. G. Cook, Dist. Mgr., branch office and warehouse.

Huntington—International Nickel Co., Elmer M. Kline, Mgr., laboratory. Oper. began June, 1958. \$5 million.

Wheeling—Iron City Door and Sash Co., building materials. Home office: Pittsburgh. Has selected site.

WISCONSIN

Menasha—John Strange Carton Co., Hwy. 41, Paul Strange, Sr., Pres.; folding paper cartons. Oper. est. to begin Sept., 1958.

WYOMING

Riverton—Fremont Minerals, Inc., sulphuric acid. Under const. \$750,000.

CANADA

ALBERTA

Calgary—Devon-Palmer Oils Ltd. and Texas Gulf Sulphur Co., Inc., Morris N. Palmer, Pres. of Devco-Palmer, sulphur extraction. Const. est. to begin July, 1958. \$8 million.

Edmonton—West Forest Products Ltd., pulp and newsprint mill. Const. est. to begin summer, 1958. \$15 million.

BRITISH COLUMBIA

Burnaby—Ascott Sales Ltd., boilers. Under const.

Burnaby—Burnaby Bulk Storage and Loading Terminal, new bulk loading dock planned. \$750,000.

Burnaby—Sierra Developments Ltd., plastic products plant planned.

New Westminster—R. D. Cattermole Ltd., plastic bags. In oper. \$250,000.

New Westminster—Westminster Foods Ltd., margarine. Under const. \$250,000.

Port Alice—Alaska Pine and Cellulose Ltd., cellulose pulp. In oper. \$14 million.

Saturna Island—British Columbia Lightweight Aggregate Ltd., lightweight aggregates. Const. began June, 1958. \$750,000.

Vancouver—Canadian Pittsburgh Industries Ltd., paints and glass, new warehouse. Under const. \$250,000.

Vancouver—National Harbours Board, new grain gallery. \$270,000.

MANITOBA

Minnedosa—Barton Distilling Co., Ralph D. Silver, Off., whiskey. Home office Chicago. \$500,000. (B)

Portage La Prairie—Campbell Soups Limited, H. A. Shaub, Vice Pres., canned soup. Home office: New Toronto. Oper. est. to begin 1959. \$5 million. (D)

St. James—Globelite Batteries, Ltd., R. Ramge, Pres., storage batteries. Home office: Winnipeg. Oper. est. to begin 1958. \$500,000. (C)

St. James—Grinnell Co. of Canada Ltd., C. G. Sherman, Vice Pres., sprinkler system, piping, tubing, fittings, valves. Home office: Toronto. Oper. est. to begin 1958. \$500,000. (B)

Thompson—International Nickel Co. of Canada Ltd., Henry S. Wingate, Pres., nickel. Oper. est. to begin 1960. \$175 million. (E)

Transcona—Griffin Steel Foundries Ltd., D. V. Hamilton, Vice Pres., steel railway wheels. Branch plant of Griffin Wheel Co., Chicago. Oper. est. to begin Feb., 1959. \$5 million. (C)

Transcona—International Harvester Co. of Canada Ltd., R. B. Bradley, Pres., farm machinery and other equip. Oper. est. to begin 1958. \$1 million.

Winnipeg—Bulman Brothers, Ltd., McDermot and Frances St., J. N. T. Bulman, Pres.; printed matter. (C)

Winnipeg—Gerhard Kennedy (Canada) Ltd., 248 McDermot Ave., D. J. Kennedy, Pres., sport shirts. Oper. est. to begin Nov., 1958. \$250,000. (C)

Winnipeg—Sherwin-Williams Co. of Canada Ltd., 110 Sutherland Ave., W. L. Wallace, Dist. Mgr., paint. (D)

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CHARLOTTE, NORTH CAROLINA • RALEIGH, NORTH CAROLINA
HALLANDALE, FLORIDA • JACKSONVILLE, FLORIDA

NEW PLANTS

NEW BRUNSWICK

St. John—Irrving Oil Co. Ltd., K. C. Irving, Pres., refined petroleum products. Oper. est. to begin 1960. \$45 million. (D)

NOVA SCOTIA

Dartmouth—Regent Aluminum Products Limited, aluminum windows, doors, awnings, screens. In oper. (B)

Pictou County—Donato Faini & Figli, knitted goods. Oper. est. to begin Sept., 1958. (C)

ONTARIO

Woodstock—Link-Belt Speeder Corp., Robert M. Bees, Gen. Mgr., power shovels and cranes. Subs. of Link-Belt Speeder Corp. Const. began June, 1958.

QUEBEC

Hart Jaune River—United States Steel Corp., hydroelectric plant. Const. began summer, 1958.

Lac Jeannine—Quebec Cartier Mining Co., L. J. Severson, Pres., ore concentration mill. Subs. of U. S. Steel Corp. \$ Multi-million.

Valleyfield—Montreal Cottons Ltd., textile plant. Subs. of Dominion Textiles Ltd. Oper. est. to begin summer, 1958. \$5 million.

SASKATCHEWAN

Assiniboia—National Industrial Minerals Ltd. Claud Rands, Mgr., clay processing plant. Oper. est. to begin late summer, 1958. \$200,000.

Regina—E. A. Kjellander Seed Co., E. A. Kjellander, Pres., seed cleaning plant. Under const.

Regina—Miracle Buildings, Ltd., Tuxedo

Park, R. L. E. Cook, Pres., cold roll forming mill to mfg. multi-purpose metal bldgs. Oper. est. to begin summer, 1958. \$550,000. (B)

Saskatoon—Larmak Industries Limited, 42nd St., E. John McKay, Pres.; truck and van bodies. In oper. (B)

Saskatoon—Potash Co. of America, potash oper., mine shaft. Oper. est. to begin fall, 1958. \$20 million.

Sturgis-Arran Area—Northern Industries Limited, W. J. Patterson, Pres., blackboard, particle board. Oper. est. to begin spring, 1959. \$1.1 million. (D)

Steelman Gas Limited, J. P. Gallagher, Pres., gas conservation plant. Oper. est. to begin fall, 1958. \$12 million.

PUERTO RICO

Juncos—Fantasias, Inc., Angel Zabala, Off., hair ornaments. In oper.

Ponce—Diener Lumber Co., Inc., Esteban Bakoczy, Off., sawmill. In oper.

Ponce—United Engineers, Inc., Fred DeMuth, Off., water and beverage coolers. In oper.

Santurce—Consolidated Plastics Corp., E. Garcia Mellado, Off., plastic flowers. In oper. (B)

FOREIGN OFFICES

SCOTLAND

Glasgow—A-S-R Products Corp., Hillington Estates Ind. Park, razor blades. Home office: New York. Oper. began June, 1958.

SWITZERLAND

Geneva—Food Machinery & Chemical Corp., European liaison center. Home office: San Jose, Calif. In oper.

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Synthetic rubber . . .

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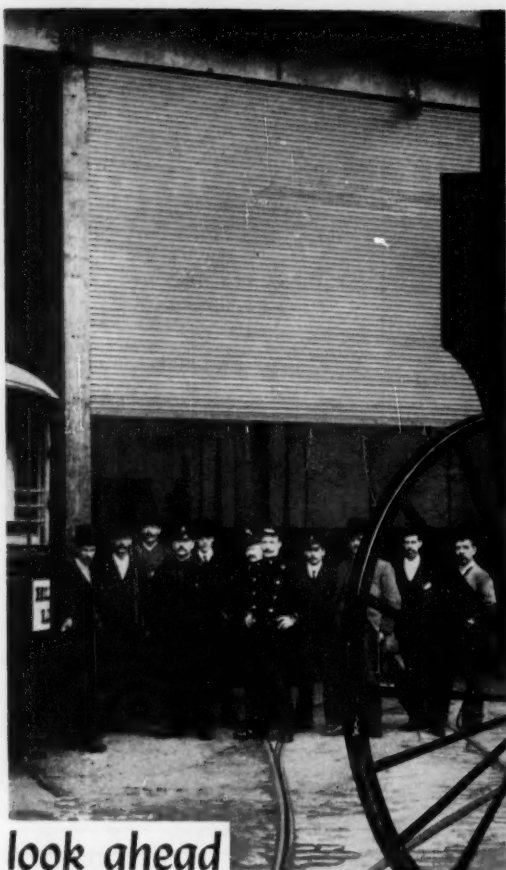
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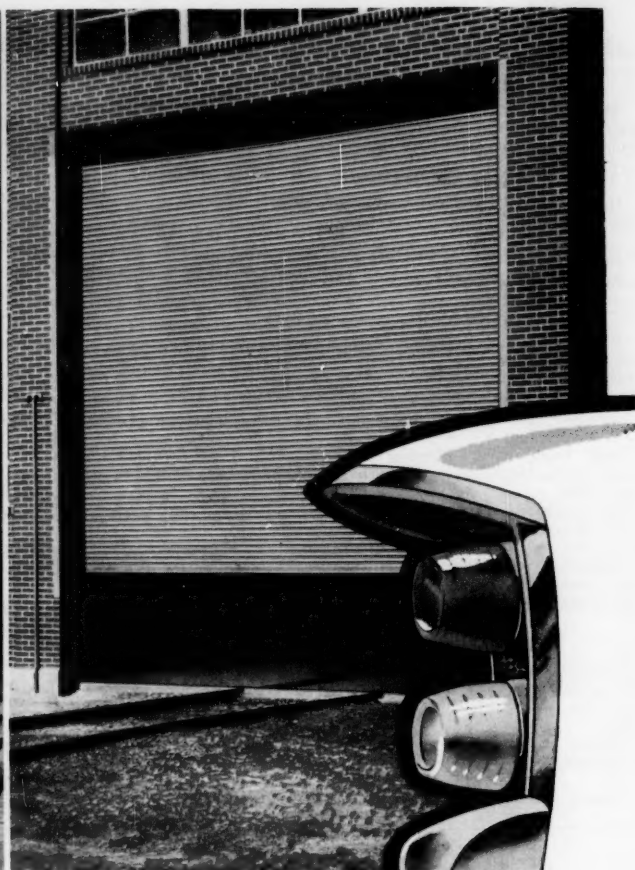


American Creosote Works, Inc.
New Orleans, La.

Plants at Pensacola, Fla.; New Orleans, Winnfield, La.;
Louisville, Miss.; Jackson, Tenn.



look ahead



Kinnear Rolling Doors

Basic advantages make them first choice in any era...

The door with the curtain of interlocking steel slats was *originated* by Kinnear. Its advantages are basic — as important to door efficiency as the invention of the wheel to improved land travel.

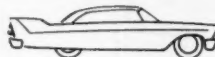
It is today's finest type of door, *made the finest of its type* by Kinnear. For example:

Opening straight upward, Kinnear Rolling Doors coil out of the way above the opening, into the compact hood mounted on the wall either inside or outside the opening (or often within the wall, where desired).

Kinnear Rolling Doors also give



Yesterday



TODAY



TOMORROW...

you full use of all space around doorways at all times. *No extra space of any kind is needed for their opening and closing action.* And Kinnear design makes sure the opened door always rests *above* the lintel — never steals clearance space overhead.

The rugged interlocking steel-slat curtain (*originated by Kinnear*) also gives you added protection against fire, theft, vandalism, storms, and accidental damage.

For extra resistance to weather and corrosion, Kinnear Rolling Doors are heavily galvanized, with 1.25 ounces of pure zinc per square foot of metal (ASTM standards).

Kinnear Rolling Doors are built any size, for easy installation in either old or new buildings of any construction. Manual-lift, chain, or crank operation—or motorized push-button control. Also available in non-ferrous metals. *Write for full details.*

The KINNEAR Manufacturing Co.

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KINNEAR
ROLLING DOORS

DIRECTED BY

Richard Edmonds . . 1882-1930
Frank Gould 1930-1943
William Beury . . . 1943-1955
McKinley Conway . . 1956

MANUFACTURERS RECORD

(IN REVIEW)



JULY 1884

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

PROSPECTS FOR BUSINESS

That there is a decidedly better feeling in trade circles throughout the country no longer admits of any doubt. From the leading financial, manufacturing and trade centers, as well as from the South, the reports are almost if not quite unanimous in support of the statement that business is steadily improving.

The stock market has developed unexpected strength during the past week or ten days, and this has given more encouragement to capitalists, while bank clearings for two weeks have not only shown a large increase over preceding weeks, but a heavy gain over corresponding weeks of last year, demonstrating in the most positive manner that the volume of business throughout the country is steadily increasing. The clearings for the five days ended July 17 were \$687,543,421, against \$593,000,547 for the same week last year, showing an increase of nearly \$100,000,000. The increase for the five days ended July 17, 1885, over the five days ended July 10, 1885, was \$44,000,000.

As the bank clearings are the most reliable evidences of the condition of business, these figures show that the long-looked-for improvement has at least made a beginning. It would, of course, be rash to make any predictions based upon the present signs of improvement, but there is certainly good ground for a hopeful feeling.

Reports from the Northern markets show that orders from the South are quite heavy, and in some lines of trade, decidedly brisk. The promising outlook for the corn and cotton crops in the South has imparted a cheerful tone to business, and merchants are anticipating a heavy fall trade.

JOHN ROACH'S FAILURE

The assignment made on last Saturday by Mr. John Roach, the well-known ship-builder, cannot be attributed to dull times, but to the complications arising between Mr. Roach and the United States Government in regard to the Dolphin. It is to be regretted that any important enterprise employing, as Mr. Roach did, many hundreds of workmen, should be compelled from any cause to suspend operations, especially at the present time. More especially is it a matter of regret that an American ship-yard, of which we have so few, should be forced to this step.

With a vast commerce reaching \$1,500,000,000 a year, the United States has comparatively few mercantile vessels, and this immense trade is carried on in foreign bottoms. Our navy is like our mercantile marine—the butt of many jokes and almost worthless for any purpose whatever. Surely some way ought to be devised for the building of a navy, and also for building up our mercantile marine.

It is possible that Mr. Roach's shipyard will be continued in operation, and this, we suppose, must be the wish of every one, regardless of all political matters.

A ST. LOUIS HOTEL

Business men going to the "Future Great" will find the St. James a good hotel and a centrally located one. It is located on the corner of 5th and Walnut streets, near the principal theaters, exchanges, railroad offices, and a few minutes' walk will bring you into the wholesale district.

It is patronized largely by business men visiting St. Louis, and is known as the "business man's house of the city." Thos. G. Miller, the proprietor, is a genial host, a very clever gentleman, and is, deservedly, popular. The clerks are affable, polite and attentive to all the guests of the house. Mr. Sheringer, chief clerk, is a hotel man and his friends are legion. Ed. Adams, second clerk, also has hosts of friends. Business men contemplating a visit to St. Louis should have their baggage checked and their mail sent to the St. James, for they may find within its walls some of the very men they wish to see. Rates \$2.00 and \$2.50 per day, according to location of rooms.

LITERARY NOTES

Messrs. Cassell & Company will publish this month a new novel by Wm. Westall, whose "Red Ryvington" has already attracted so much attention. "The Old Factory" is the name of this new story and in it Mr. Westall gives reign to his gift for depicting both the pathetic and the humorous. The story is of a factory town and of a young man who was better educated than his father. But his education, to the father's astonishment, did him no harm, in fact actually helped him as a manufacturer. There is a very pretty love story and many strong bits of character-draw-

ing. The binding of the book is the same as the earlier volume—bright red cloth, with black and olive ornaments.

Geo. Manville Fenn has written an old-time story called "Sweet Mace," which Messrs. Cassell & Company have nearly ready. The scene is laid in England two hundred and fifty years ago when men and women were pretty much as they are to-day, though they did not have telephones and Atlantic cables. "Sweet Mace" has been pronounced by those who have read the Mss. to be the best book Mr. Fenn has written. He describes the Sussex of James I, as it has never been described in fiction. His narration belongs to the past, his description to the present. He has a real story to tell, and the reader, be he American or English, will be charmed by the life and picturesqueness Mr. Fenn has crowded into every page.

DRIFTWOOD

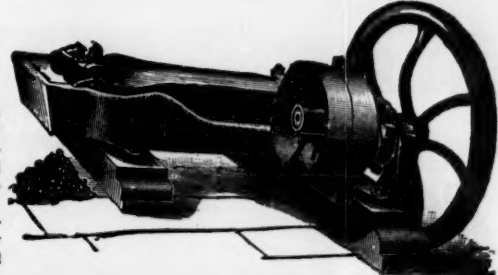
A new female college is to be started at Greenwood, S. C. — It is predicted that in three more years the Columbia & Greenville Railroad will be ruined and abandoned. — A woman calling herself "the Texas Cattle Queen" has been splitting Atlanta wide open. She drove six-in-hand, said she was worth a million of dollars, and threatened to shoot a Constitution reporter, chasing him around pistol in hand. It is to be hoped she is crazy! — The East Tennessee, Virginia & Georgia Railroad now offers the through fast line from Atlanta to New York by way of Harrisonburg, Pa. It is decidedly the coolest and cleanest route North. — The fruit crop of Georgia is the best in twenty years.

ROADS, MINES and FARMS.

FORSTER'S Rock Breaker.

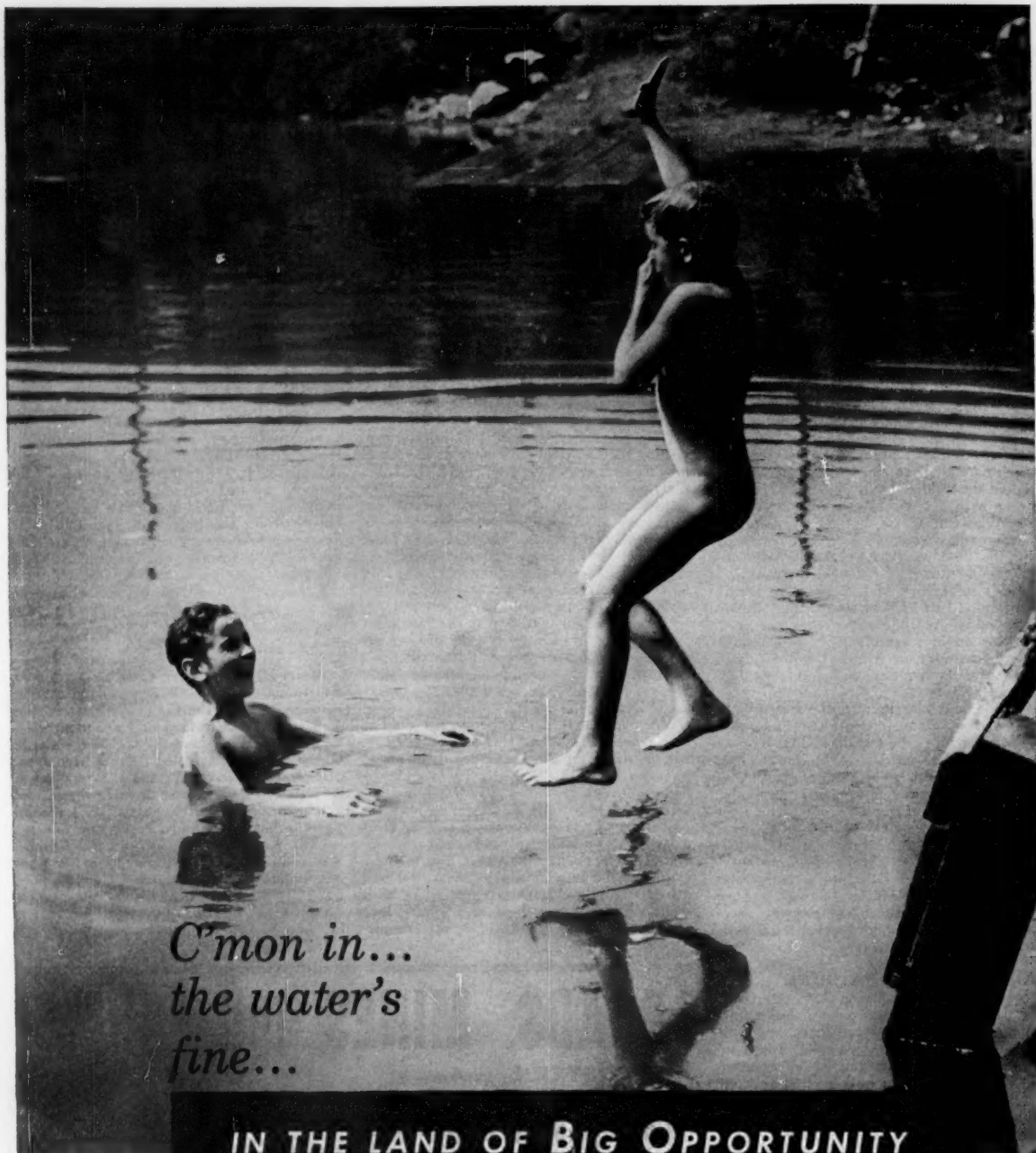
Owing to its peculiar SIDE MOVEMENT does not "Shatter" the stones as all other crushers do, but makes ballast and macadam equal to HAND HAMMERED.

Very simple and inexpensive to operate. The only Crusher that can be operated with ordinary Horse Power.

Planters will please notice that  SMALL MACHINES can be operated by HAND. Its changing Dies the machine will crush and pulverize Phosphate Rock for Fertilizing, in one operation.

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the water's
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B&O has the WATER... and the data you need... Let a B&O man help you plan!

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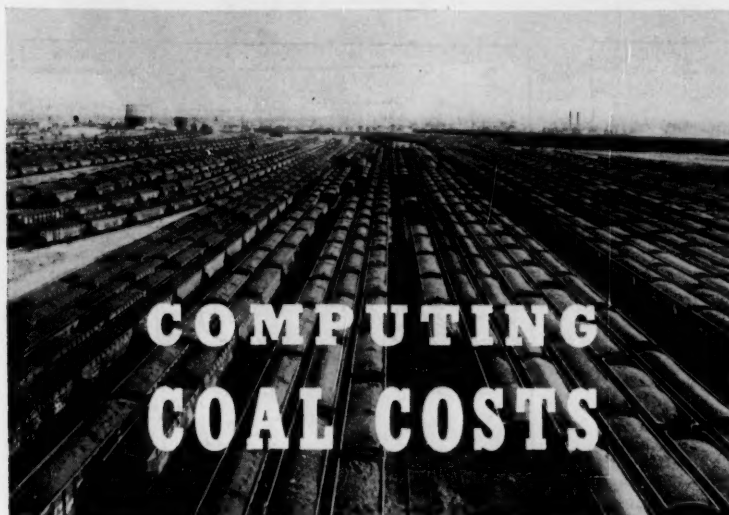
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BALTIMORE & OHIO RAILROAD

CONSTANTLY DOING THINGS — BETTER!



An accurate comparison of fuel costs is vital in locating industries which consume large amounts of energy. Here an economic analyst discusses some of the factors encountered in a study of bituminous coal supplies in the Midwest...

Dr. Allen G. Noble

The following discussion of bituminous coal costs in Illinois and western Indiana is an excerpt from a larger study recently completed at the University of Illinois by Dr. Allen G. Noble. The larger work entitled "A Geographic Analysis of the Development Potential of Rantoul, Illinois" is a discussion of industrial location factors in the eastern Midwest.

Although in recent years natural gas and petroleum have increased in importance as industrial fuels, bituminous coal is still the fuel most used by United States manufacturers. According to the U. S. Bureau of Mines about 12,000,000,000,000 BTU's of energy are annually supplied by the consumption of bituminous coal. A large portion of this energy is utilized in manufacturing processes.

Because of this fact, costs of bituminous coal must be carefully assessed by most industries before opening new plants or relocating existing ones. Unfortunately, coal costs cannot be computed simply by reference to railroad freight tariffs, because of the disparity in heating quality of coals from different mining areas.

Thus, at least three variables: (1) cost of shipment. (2) BTU value per

ton, and (3) f.o.b. mine prices, must be analyzed before the location with most economical bituminous fuel costs can be determined.

In Illinois and western Indiana, which has been selected for this article as a typical region of the United States into which manufacturers might consider moving, there are large supplies of bituminous coal. Figure 1 shows the location of shipping coal fields together with the lowest freight rates* on coal to the various parts of Illinois and western Indiana.

Northwestern Illinois has the highest coal freight rates of any part of the area. It cost over three dollars to move one ton of coal to this region situated inland between the Illinois and Mississippi rivers.

The second highest freight cost region is broken into four segments. One occupies the northern portion of Indiana northeast of the Indiana coal fields. Another segment is northwestern Illinois, while a third section occurs on the east side of the Illinois River and includes a "U-shaped" zone oriented around the Springfield coal field. The final section is largely in east central Illinois. In these four areas, the freight cost for one ton of

coal is between two and three dollars.

In most of the rest of Illinois and western Indiana the cost of shipping one ton of coal is between one and two dollars, except that, as would be expected, shipping costs are lower in the immediate vicinity of the mining areas.

On the basis of the above facts, decision might be made to locate a plant in one area rather than in another because of supposed low fuel costs in the former location. Such a decision based on freight rates alone could be disastrous because freight charges, by themselves, measure only a portion of the total cost of the coal.

In reality, a ton of coal from one coal field will not equal a ton of coal from every other coal field because of the differences in quality and heating value. Thus, a ton of coal mined in southern Illinois will have a BTU value of about 13,200 while a ton of coal mined in east central Illinois will have a BTU value of only about 12,300. Because of these differences, it is often cheaper to pay a higher freight cost and receive a higher BTU value ton of coal.

The case of Rantoul, a small size city in east central Illinois, is a good example. It costs \$2.38 to ship to Rantoul one ton of coal from the east central Illinois mines and \$2.81 to ship one ton from southern Illinois. The east central Illinois coal mines are only about 40 miles from Rantoul yet the BTU value per dollar of cost is higher in Rantoul on coal shipped from the southern Illinois coal field, approximately 150 miles distant.

Higher Heat Value

The lower total cost of southern Illinois coal compared to east central Illinois coal is the result of a higher heating value per ton and a lower f.o.b. mine price. These factors more than compensate for the higher freight costs.

In order to determine the actual cost of coal, then, the freight costs and the average f.o.b. mine prices must be added together to give a price for one ton of coal delivered at a production location. This cost figure is then divided into the BTU value of the coal to give a figure representing the number of BTU's per one dollar of cost. These computations must be made for all possible alternative sources of the coal and for a sufficient number of production sites to adequately cover the region. In Illinois and western Indiana, 60 production locations were analyzed and the resulting maximum BTU values per

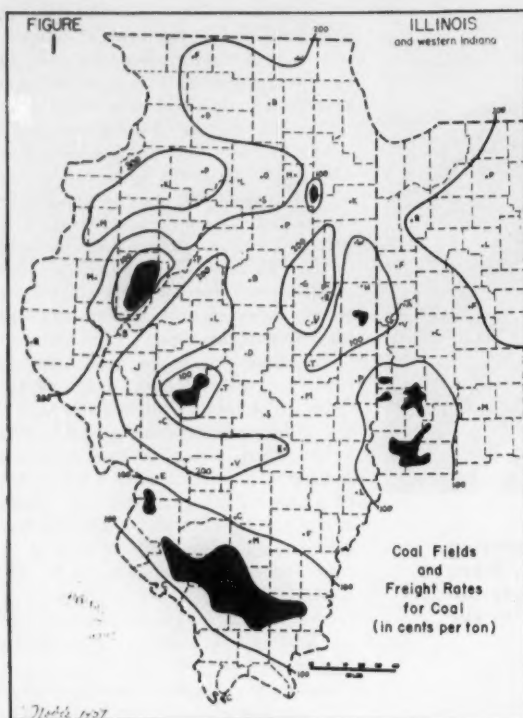
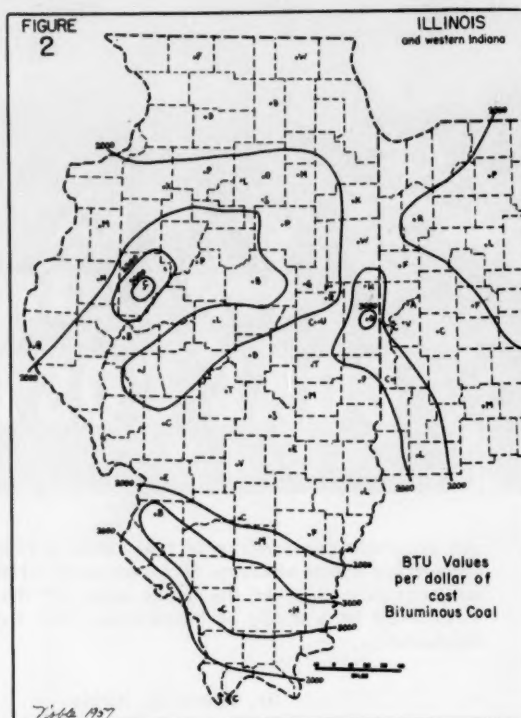


Figure 1 shows the location of shipping coal fields together with the lowest freight rates on coal to the various parts of Illinois and western Indiana. Northwestern Illinois has the highest coal freight rates of any part of the area, as it costs more than three dollars to move one ton of coal to this region.



In Illinois and western Indiana, 60 production locations were analyzed and the resulting maximum BTU values per dollar were plotted on Figure 2. The highest BTU values occur in the neighborhood of the largest coal deposits. It may be noted that some areas of low freight charges are actually areas where coal costs are high.

dollar were plotted on Figure 2.

As might be expected, the highest BTU values per dollar occur in the neighborhoods of the largest coal deposits. The influence of the Illinois waterway running diagonally across the state from southwest to northeast, can easily be seen.

The lowest BTU values per dollar are found in two areas. The first occupies north central Indiana. The second is a large "U-shaped" area beginning at the Mississippi River and hooking north-eastward to cross the Illinois River about three-fourths of the way to Chicago and then bending back southwestward.

Dr. Allen G. Noble is an economic analyst and foreign service officer with the Department of State. He holds a Ph.D. degree in geography from the University of Illinois. He also is a graduate of Utica College of Syracuse University and received his M.A. from the University of Maryland. In 1956 Dr. Noble conducted for the National Academy of Sciences-National Research Council a study of the participation of the U. S. Government in the geography of Latin America.



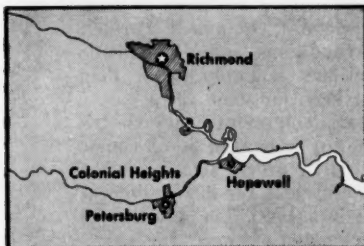
It is clearly evident from Figure 2 that some areas of low freight charges are actually areas of high coal costs and thus less desirable to an industry which uses large amounts of fuels. On the other hand, some areas which might have disqualified on the basis of freight rates alone are relatively well suited for fuel consuming industries. This example of the interrelationship of freight rates, f.o.b. mine costs, and BTU values of bituminous coal, as they apply in Illinois and western Indiana illustrate quite clearly the detailed study which is necessary for all location factors and for all parts of the United States before a decision affecting plant location can be made by top management. An ill-advised, hasty choice often proves to be an uneconomic one. The old adage might well be modified for plant locators to read: "Look VERY CAREFULLY before you leap."

*Recent freight rate increases have made the rates used in this article no longer actual rates. However, relative relationships remain unchanged.



The great political boat race

it started something for your new plant



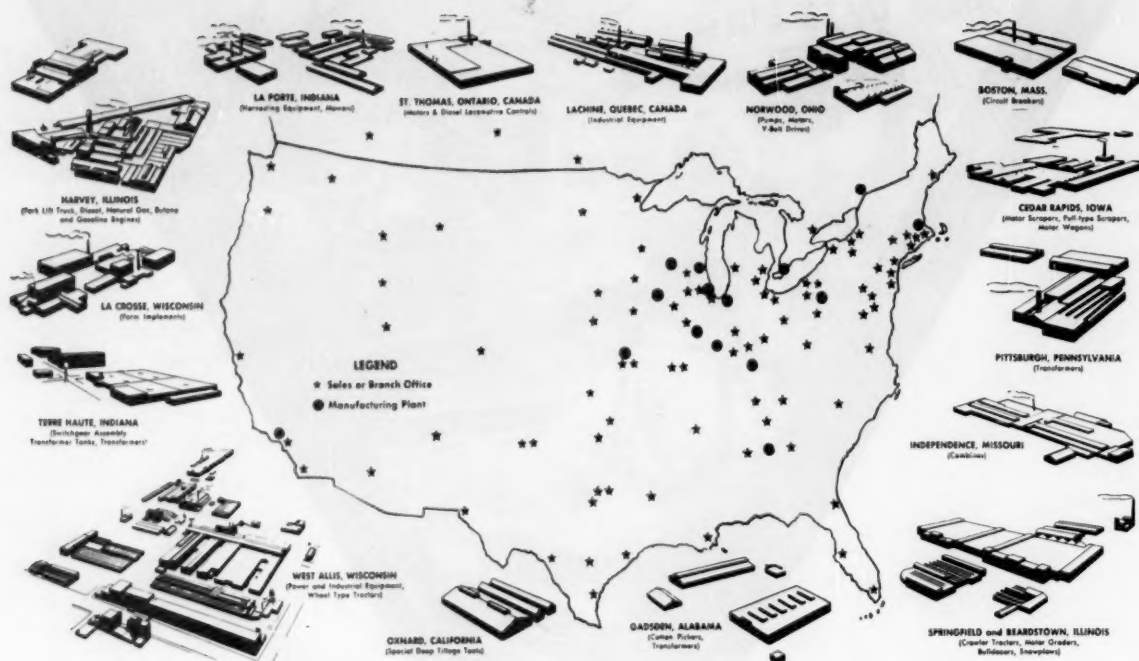
Like a pair of racing turtles, two lumbering canal boats headed west from Richmond that December day in 1840. One backed by Whigs, the other by Democrats . . . each determined to be first over the 146 miles of newly extended James River Canal. The race proved prophetic. The Whig boat, *William Henry Harrison* won . . . as did Harrison himself that very Fall!

Today, over the old canal route runs one of five mainline railroads to serve your plant in the Richmond-Petersburg-Hopewell triangle. In addition, you have 56 truck lines, five major airlines, plus deep-water ocean shipping.

Your products move overnight to New York, Atlanta or Cincinnati. Yet you enjoy such Southern advantages as conservative manpower, mild climate, friendly government. And you draw electric power aplenty from Vepco's growing network . . . with 640,000 kilowatts of added capability now building, to reach a total of 2,171,900 kw in 1960. For more facts and confidential site-finding help, write, wire or phone Vepco . . . serving the "Top of the South" in Virginia, West Virginia and North Carolina.

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at Allis-Chalmers . . .

THE EMPHASIS IS ON GROWTH

Showing full confidence in the future of the nation's economy, Allis-Chalmers this year has outlays for research, development, and engineering that are the highest in the company's history. Told here by the president of the diversified organization is its plan for continued growth.

By R. S. Stevenson

So far this year output of Allis-Chalmers Manufacturing Company has been running about in line with the Federal Reserve Board's composite Index of Industrial Production, about 10 to 12 per cent under 1957.

There is evidence to assume that there will be upturns later in the year which will favorably alter this trend, and we are gearing ourselves accordingly.

Farm equipment sales are running ahead of 1957—and the latter year was better than 1956. It would appear that the farmer who is also a businessman is able and willing to invest in cost-saving mechanical equipment. Further, farming conditions from a climatic standpoint are generally better than they have been for some years.

The year's volume of heavy electrical generating apparatus is of course well assured by orders already on the books. The backlog for this equipment runs well into 1960. The addition of this large amount of generating capac-

ity by the utility industry would seem to indicate a future pickup in orders for transmission and distribution apparatus.

If outlays for highways, public works and housing improve as it is indicated they might, the construction business, which is still lagging, should reverse itself and could show the modest increase which we hoped would develop this year.

During 1958, capital expenditures will amount to about \$13 million. While this is about \$4 million under the amount spent in 1957, it does not represent any cutback in outlays. Rather, it indicates the completion of expansion programs which have been under way during the last five years.

Three quarters of our expenditures for capital equipment in these five years have gone toward improving our position in the electrical apparatus and construction machinery fields.

Outlays for research, development and engineering during 1958 are the highest in the company's history. While the rate of outlay varies among the operating divisions, it will average more than five per cent of the sales dollar for the company as a whole.

Actually, from burr millstones in 1847 to nuclear power plants in 1958, the story of Allis-Chalmers is one of impressive diversity, growth and progress.

No other company builds all the products that Allis-Chalmers does. It is the only company in the United States that makes both farm machinery and capital goods equipment for almost every industry.

This broad manufacturing range includes machinery and equipment for building roads; mechanizing the farm; converting falling water or steam to electric power; distributing that power to homes and industries; mining and processing metals and minerals; powering, driving, and controlling production tools in factories, shops, and mills; pumping water to cities; milling flour; making cement; making material handling equipment; powering lake and ocean vessels; making diesel engines; making locomotive controls; and furnishing complex equipment for converting atomic energy to electricity.

From a 340,000 kilowatt steam turbine-generator unit to a D-14 farm tractor to a "Texrope" V-belt drive, the company's products share a common characteristic: they contribute to better living for the people of the United States and of the world.

Robert S. Stevenson, president of Allis-Chalmers Manufacturing Company, was born in Seattle in 1906. He attended Whitworth College in Spokane and was graduated from Washington State College in 1929. He holds a Doctors of Laws degree (Hon.) conferred on by Lawrence College in 1956.

Stevenson started with Allis-Chalmers in 1933 as a salesman at the Kansas City branch. After three years' service there and at Omaha he was moved to the home office. During the next fourteen years he held various sales management positions and in 1950 was appointed general sales manager of the Tractor Division.

He was elected vice president in charge of the Tractor Division in February, 1951 and to the Board of Directors later that year. In July, 1952 Stevenson was elected executive vice president of the company—and became president in April, 1955.

Outside interests include membership on the Milwaukee County Expressway Commission, work in the Boy Scout movement, a directorship on the Board of the Marshall & Ilsley Bank, a trustee of Northwestern Mutual Life Insurance Co. and membership on the Board of Trustees of Carroll College. In addition he is president of the Farm Equipment Institute.

Today Allis-Chalmers is a company of more than 38,000 employees and more than that many shareowners. It owns 19 manufacturing plants in the United States, Canada, England, Mexico, and Australia. It has more than 100 sales offices, branches, and warehouses, and more than 5,000 dealers who sell and service its products.

The company's main plant and headquarters is in West Allis, a suburb of Milwaukee. Situated on 160 acres, it is the largest of the 19 plants producing the goods that bear the famed diamond and seal trademark, and the largest manufacturing plant in Wisconsin.

Of particular interest at the West Allis Works are an erection building longer than the Empire State Building is tall; numerous separate machine

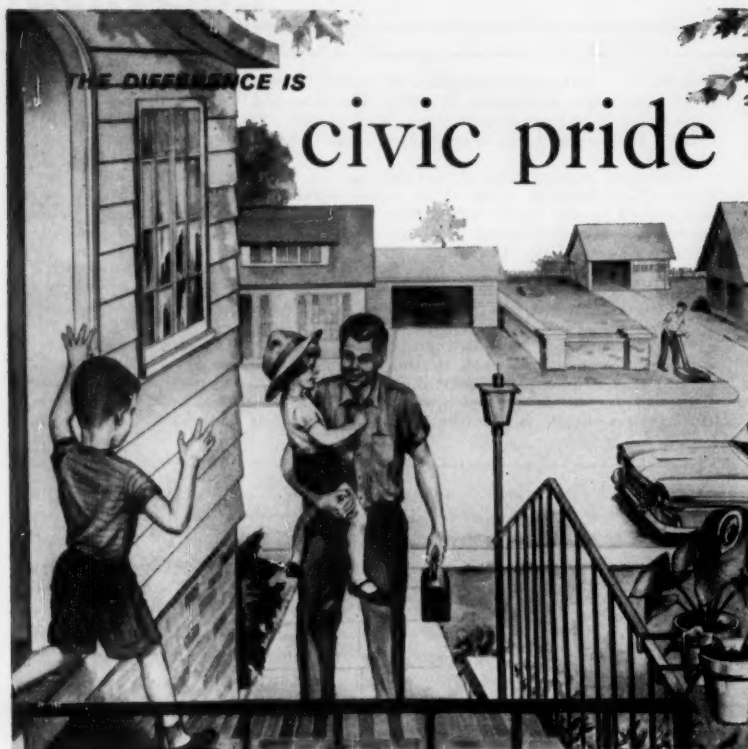
shops; a betatron laboratory; a tank and plate shop; a forge shop; three foundries; shops where wheel tractors are assembled; and a new, seven-story office building. The plant employs approximately 16,000 persons.

The company was founded in Milwaukee in 1847 by two men from Ohio, Charles Decker and James Seville. They noted that Wisconsin at that time was the heart of the nation's flour milling industry. Their products were millstones, grist and flour mill supplies.

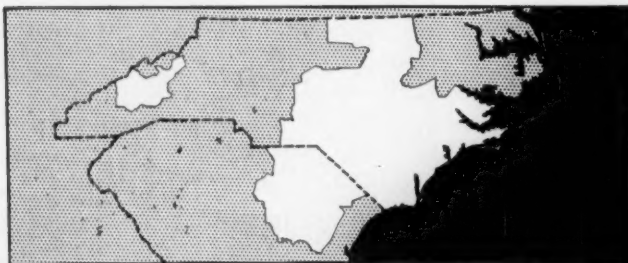
In 1861 a young man by the name of Edward P. Allis purchased the firm and changed its name to Edward P. Allis & Company. Allis recognized the importance of steam as a source of power and began to capitalize on this potential market by building large steam engines and centrifugal pumps.



The new office building of Allis-Chalmers Manufacturing Company is located across from the main office in West Allis, Wisconsin. It houses various departments of the comptroller's division, Allis-Chalmers International and several other divisions.



Certainly expanding consumer markets and a favorable tax structure have attracted many new industries to the Carolinas. But the big difference—civic pride—has been a dominant influence in plant site selections. It can be seen in over 3,000 community projects completed by 200 cities and towns participating in the Finer Carolina Program, CP&L's annual civic improvement competition. Working together, the people of these communities have helped develop industrial maturity in the South.



There has never been a power shortage in the 30,000 square miles served by CP&L. In 10 years generating capacity has tripled. Further expansion is in progress.

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ALLIS-CHALMERS

The formation of the Allis-Chalmers company in 1901 added to the company's line of mining and ore-processing machinery and strengthened other lines.

The dawn of the electrical age late in the 19th century with its increased demands for power was the beginning of another significant step forward by the company. Soon it was building steam turbine-generator units and hydraulic turbines that helped fill the growing need for more power.

From a modest beginning in this new field, Allis-Chalmers has earned itself an important place in the business of generating, transmitting, distributing, and controlling electric power. Today the company is a leading manufacturer of steam turbines, hydraulic turbines, generators, motors, power and distribution transformers, circuit breakers, substations, switchgear, and control equipment.

The company marked another major milestone when in 1914 it introduced its first farm tractor, a machine that weighed 4,000 pounds and moved on three wheels. A four-wheel tractor was manufactured in 1920, and six years later the company established a Tractor Group with its own sales and distribution system.

Shortly thereafter the company started to manufacture crawler type tractors to furnish power in places where wheels lacked traction for moving big loads. Today this phase of the company's operations has been expanded to the point where Allis-Chalmers occupies a top spot as a producer of construction, earth-moving, and road building and maintenance equipment.

Allis-Chalmers continued to add to its farm machinery line with the addition of such products as plows, disc harrows, and harvesting equipment.

Meanwhile the Industries Group strengthened its lines by acquiring plants which built motors, transformers, circuit breakers, and other control apparatus.

During World War II the company diverted much of its production facilities to the war effort. As a striking example of its role in wartime work, the company is credited with producing more equipment, by weight, for the atomic bomb project than any other company.

Since the war, Allis-Chalmers has strengthened some lines of products and added new ones.

Mechanical cotton pickers, earth-moving machinery, material handling



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Note: Persons seeking positions with St. Petersburg Industries, please write Florida State Employment Service, 1004 First Avenue North.

ST. PETERSBURG CHAMBER OF COMMERCE

Jack Bryan, Industrial Director

DEPT. ID

St. Petersburg, Florida

ALLIS-CHALMERS

equipment, diesel engines, betatrons for industrial and medical use, and a new line of harvesting equipment all have been added to the growing list of products.

In 1953 the company built a complete new plant in Terre Haute, Ind. for the production of aircraft engine components and electrical equipment. The plant now is engaged in the production of transformers as well as large power circuit breakers.

Allis-Chalmers now is prominent in the field of nuclear power generation.

The company supplies the power generation and auxiliary equipment for the Atomic Energy Commission's experimental boiling water reactor plant at the Argonne National Laboratory in Lemont, Ill. It was the first such plant in the country built expressly for the production of commercial electric power.

Allis-Chalmers also has been chosen to build a complete nuclear power plant of 66,000 kilowatt capacity for a group of Midwest utilities. Allis-Chalmers, as prime contractor, will furnish an ad-

vanced type of reactor called a Controlled Recirculation Boiling Reactor, in addition to the necessary power generation equipment.

The company is a member of Atomic Power Development Associates, Inc., and Power Reactor Development Co. As a member of these organizations, Allis-Chalmers has taken part in the design and construction of the Enrico Fermi Atomic Power Plant now being built near Detroit. Allis-Chalmers was chosen to design and manufacture a 150,000 kilowatt steam turbine-generator unit for this project.

Typically enough, Allis-Chalmers is helping pioneer a brand new power source. The company, with Radio Corporation of America, recently was selected by Princeton University, to design and build a facility for advanced research into controlled thermonuclear reactions. Known as the Model C Stellarator, this project is based on an original concept by Dr. Lyman Spitzer, Jr. of Princeton, N. J.

The organization combining engineering staffs of the two companies is known as C Stellarator Associates.

The project is part of an AEC-sponsored program that is exploring means to harness the energy of nuclear fusion for peaceful purposes. The Model C Stellarator, to be located at Princeton, is scheduled for completion in 1960.

Besides West Allis, Allis-Chalmers has plants in Springfield and Beardstown, Ill.; La Porte, Ind.; Terre Haute, Ind.; La Crosse, Wis.; Cadar Rapids, Iowa; Gadsden, Ala.; Harvey, Ill.; Independence, Mo.; Norwood, Ohio; Pittsburgh, Pa.; Boston, Mass.; Oxford, Calif.; Lachine, Quebec; St. Thomas, Ontario; Essendine, England; Newcastle, Australia; and Mexico City, Mexico.



CITY SURVEYS NEEDS OF 1800 FIRMS FOR DATA TO GUIDE NEW INDUSTRIAL DEVELOPMENT

A noted research firm and one of the nation's foremost industrial consultants are teamed up for working jointly under the direction of Philadelphia's Department of Commerce, to determine the needs of industry in this City for many years to come.

More than 1800 firms, representing a cross-section of this highly diversified industrial center and other expanding industries across the country, are being queried to provide the new Philadelphia Industrial Development Corporation with data necessary to tailor land sites to fit industrial growth.

Land . . . labor . . . power . . . water . . . transportation . . . raw material sources . . . markets . . . and parking are among the many needs being checked.

The research will be completed late this summer, and translated into terms of new industrial sites, which will be made available to industries already here or desiring to locate here.

Make sure your company is on the growing list of firms exploring the many advantages that Philadelphia offers. For the latest accurate information about these advantages, write TODAY for a free copy of Philadelphia's new 260-page manual, INDUSTRIAL PLANT LOCATION DATA.

Philadelphia DEPARTMENT OF COMMERCE

INDUSTRIAL DEVELOPMENT DIVISION • CITY HALL, PHILADELPHIA 7, PA.

Fredric R. Mann, Director of Commerce

New Industrial Park Begun In St. Louis

ST. LOUIS. A new 750-acre industrial park is being developed in St. Louis county adjoining the \$50 million Chrysler plant now under construction near Valley Park.

Development and marketing of the land will be carried out by a new firm, Meramec Industrial Development Corporation. The new company expects to provide utility services, sewage disposal and railroad facilities.

R. A. Baudendistel is president, while his son, R. J. Beaudendistel is vice president of the development firm.

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Thus, you *must* be interested in the new service we're launching in cooperation with First Research Corporation, *one of the nation's leading economic consulting organizations*. It's a service which will enable you to be informed **FIRST** about opportunities in the South.

Key item is the new **SOUTHERN BUSINESS LETTER**. *Every two weeks* your subscription will bring you confidential, impartial reports and analyses of the latest trends in real estate, manufacturing, construction, banking and finance, tourism, agriculture, population growth, and other *vital business barometers* . . . things you don't have time to dig out for yourself.

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RECEIPTS

By Suzanne Johnson

Urban Planning and Municipal Public Policy by Donald H. Webster. Harper & Brothers, 49 East 33rd Street, New York 16, New York. 572 pages. \$8.00.

A very comprehensive study, this work relates the subject matter of urban planning to the structure, functions, and processes of local government and to the legal powers and devices for carrying plans into effect, including citizen participation.

The book deals with those legal, political and governmental aspects of planning which must be understood by both planners and elected officials if a proper balance is to be maintained between governmental authority and individual freedom.

Economic Development by Charles P. Kindleberger. McGraw-Hill Book Company, Inc., 330 West 42nd Street, New York 36, New York. 325 pages. \$10.00.

In this work the author, who is professor of economics at Massachusetts Institute of Technology, attempts to indicate the present understanding of the economic growth of under-developed countries. Eclectic in its approach, the book indicates along with its review of various theories which emphasize resources, capital formation, the economic capacities of the labor force and so on, how these ingredients of economic development can substitute one for the other; how a country can be rich and indolent if its resources are sufficient, or make the desert bloom if it has sufficient capacity for work and thrift.

The importance of social and political development, along with economic growth, is emphasized.

Checklist For Your Area Data File

The Pennsylvania Industrial Development Story. The remarks of William R. Davlin, Pennsylvania State Secretary of Commerce, before the 33rd annual conference of the American Industrial Development Council. Available from Department of Commerce, Harrisburg, Pennsylvania. 15 pages.

Moses Lake, Washington. A packet containing vital statistics on the area. Moses Lake Chamber of Commerce, East 108 Broadway, Moses Lake, Washington.

Focus on the South. This well-illustrated booklet graphically describes the tremendous industrial progress that has been made in the South and outlines the future substantial growth which can be expected in the area. R. E. Bisha, General Industrial Agent, Louisville & Nashville Railroad, Louisville, Ky. 28 pages.

Let's Check Auburn, New York. A pictorial and factual display of the area. Industrial Development Foundation, Inc., 148 Genesee Street, Auburn, New York. 14 pages.

Texas and The Railroad Situation. A discussion of the problems involved in attempting to meet the challenge of rapid population and industrial growth. Bureau of Business Research, The University of Texas, Austin 12, Texas. 23 pages. 20 cents.

Labor Market Report—Toccoa, Georgia Area. This industrial survey covers basic information concerning Toccoa and the surrounding area. Toccoa Chamber of Commerce, P.O. Box 107, Toccoa, Georgia. 28 pages.

Charlotte, North Carolina. Kit covering industrial advantages of the area. Industrial Department, Chamber of Commerce, Charlotte, North Carolina. 28 pages.

Industrial Potential of the Southeastern Massachusetts Planning Region. Prepared by Blair Associates, 7 Dyer Street, Providence, Rhode Island. 35 pages.

Peace Bridge Area. Kit containing maps and pertinent information of the area surrounding Fort Erie, Ontario. R. B. Potts, Peace Bridge Area Industrial Commission, Fort Erie, Ontario, Canada. 13 sheets.

Oshawa, Ontario. Pictorial brochure listing the advantages of the area. Oshawa Industrial Commission 50 Centre Street, Oshawa, Ontario. 20 pages.

DeKalb — Georgia's Precedent-Setting County! A digest of advantages for those seeking a new location for industry, business and residence. DeKalb County Chamber of Commerce, P. O. Box 97, Decatur, Georgia. 14 pages.

Alabama Goes Industry Hunting. A case study of how to attract industry to the state. The Alabama Business Research Council, Box 6222, University of Alabama, University Alabama. 56 pages. \$1.00.

Planned Industrial Districts in Florida. Florida State Chamber of Commerce, 8057 Expressway, P. O. Drawer 8046, Jacksonville 11, Florida. 4 pages.

Industrial Location In The New York Area by John I. Griffin. Arco Publishing Company, 480 Lexington Avenue, New York 17, N. Y. 212 pages. \$5.00

This book describes the economic characteristics of the New York Area and the industrial distribution by County and size of firm; the factors affecting the location of the larger firms and a sample study of manufacturers attitudes; a study of the counties surrounding New York City proper; and comprehensive case histories of the migration of individual firms.

Grand Central Industrial Centre. A brochure offering the advantages of locating in the area. Grand Central Industrial Centre, P. O. Box 3157, Grand Central Station, Glendale 1, California. 12 pages.

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NORTH CAROLINA

If you are seeking prompt and confidential plant location information you are invited to contact William P. Saunders, Director, Department of Conservation and Development, Raleigh, North Carolina.



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LOCATION FACTORS

RAIL EXECUTIVE WARNS AGAINST LOCATION BONERS

GRAND RAPIDS. The spectre of making a costly goof hangs constantly over business and industry, both large and small.

It is imperative, then, that moves for expansion should include not only the most careful planning but also the closest possible scrutiny of all aspects concerned in a proposed project.

The importance of this was stressed in a recent talk by A. C. Hopkins of New York, manager of industrial development for the Lackawanna Railroad, before members of the West Michigan Chapter No. 137 of the Delta Nu Alpha Transportation Fraternity, Inc., at Grand Rapids.

He cited various examples of companies which had made expensive and embarrassing industrial development errors because of overlooking a vital detail. Here are a few cases in point:

A large automotive concern announced a major installation in the midwest only to find that the property selected would not support their building and equipment without piles.

An electrical equipment manufacturer built a plant in the Pittsburgh area then discovered that his equipment, when loaded on rail cars, would not go through the railroad tunnel nearby.

A company president bought property over a martini without full consultation with his advisors, only to find later that the necessary fill for the land made it much higher priced than a nearby location.

An automotive company announced a big project, with full publicity, and then couldn't get the zoning required.

There have been some red faces and many heads have rolled on these and other goofs that have been and will be made, Mr. Hopkins pointed out.

How do you go about avoiding mistakes on your expansion moves? Mr. Hopkins says there are two primary ways:

1. Organize the requirements within your own company and set up the procedure to accomplish these requirements.

2. Consult qualified industrial development people.

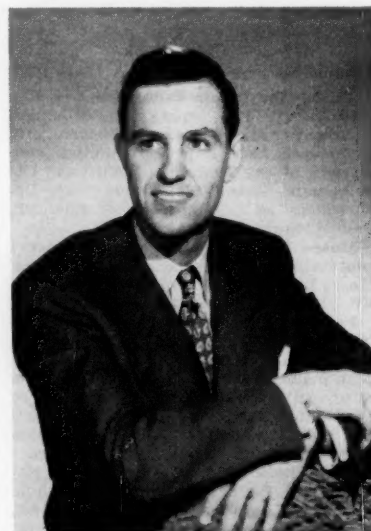
Concerning the first point, the speaker suggested that the basic outline of needs be set by the management and that a committee be formed to analyze the problem and prepare the detailed requirements.

Mr. Hopkins cited the fact the Industrial Development magazine's Site Selection Handbook lists more than 700 plant location factors and added that to this list "you will want to add factors peculiar to your own company."

In discussing qualified industrial development experts, he noted that many people are engaged in this work: Railroads, Society of Industrial Realtors, chambers of commerce specialists, state departments of commerce personnel, electric utility people, engineering consultants, and so on.

After the needs in the proposed expansion program have been analyzed, and the area of search has been somewhat narrowed, he continued, the three groups to rely on to help you pinpoint location are the railroads, electric utilities and the Society of Industrial Real Estate Brokers.

In short do everything you can and consult all the experts available in order to avoid those costly mistakes.



Lackawanna's Hopkins

(Please use black ink to facilitate reproduction)

JULY 1958

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I. D. SECRET SITE SERVICE

There may be sound reasons why you should wish to obtain preliminary information on possible sites without revealing your interest or identity. Recognizing this, INDUSTRIAL DEVELOPMENT offers a Secret Site Service to readers who hold positions of responsibility with manufacturers or other business firms having a legitimate interest in sites. This service is offered in cooperation with the development agencies whose advertisements you see in this issue. Here's how the plan works:

1. Complete the questionnaire below. Be specific to avoid wasting your time and that of cooperating research groups. **DO NOT PUT YOUR NAME OR ANY IDENTIFYING INFORMATION ON THIS FORM.**
2. Transmit this form to ID headquarters, giving your identification on a separate sheet. For convenience, just enclose a business card or letterhead.
3. When we receive your form, we will immediately assign a case number to your form and will refer to it thereafter by number only. Your identification will be placed in a separate confidential file to be used only in communicating with you.

4. We will then send photostatic copies of your inquiry form to development agencies serving the area in which you are interested.
5. Those who have sites meeting your needs will return descriptive material to us, addressing us by case number.
6. We will relay all proposals to you. If any proposal is of interest, you may ask for more detailed data through us or contact the agency direct. There is no cost or obligation—this is purely a service for ID's business readers.

LIST YOUR REQUIREMENTS AS SPECIFICALLY AS POSSIBLE

AREA OF INTEREST—Draw a circle around the approximate area in which you are interested:



TYPE OF SITE DESIRED

- ☐ Rural, adjacent to community with population less than
- ☐ Urban, in planned and restricted industrial district if possible.
- ☐ Water process, on stream with minimum flow of gal./min.
- ☐ Dispersed, well removed from target areas or cities, for defense work.
- ☐ Other

TRANSPORTATION SERVICES

- ☐ Rail siding required. Estimated annual tonnage
- ☐ Trucking service required. ☐ Adjacent to major highway.
- ☐ Airport for ☐ passenger service ☐ freight
- ☐ executive airplanes.
- ☐ Water transport ☐ barge ☐ ocean-going.

UTILITIES

- ☐ Electric power. Ultimate total load kw.
Special demands
- ☐ Water. Required supply gal./min. at psi.
Special demands
- ☐ Natural gas. Demand cu. ft./day.
Special demands
- ☐ Sewage. Special demands

LABOR

- ☐ Union shop. ☐ Non-union shop. ☐ Depending on location.
- Skilled males Semi-skilled males Unskilled males
- Skilled females Semi-skilled females Unskilled females
- Special factors

RAW MATERIALS

List principal items which influence your location economics:

Your approximate capitalization \$

Dun & Bradstreet rating

BUILDING

- ☐ Desire to rent existing building, occupancy in days.
- ☐ Desire to buy existing building, occupancy in days.
- ☐ Want local group to erect building to our specs. and lease to us.
- ☐ Expect local group to provide bldg. below cost or gratis as inducement.
- ☐ Will erect own bldg. but interested in aid in mortgage financing.
- ☐ Will assume complete responsibility for building and financing.

BUILDING SPECIFICATIONS

Floor area sq. ft. Ceiling clearance ft.

Special requirements

Attach your card or letterhead to this form and mail to:
SECRET SITE SERVICE DEPT.
Conway Publications, North Atlanta 19, Ga.



Industrial Districts

The following planned industrial districts have sites available for immediate construction. Advantages offered by such districts are described in detail in the November-December 1954 issue, pages 6, 7, and 8.

Services offered are indicated by the following code: (A) Architect & Engineer; (C) Construction; (E) Electric Power; (G) Natural Gas; (F) Financing; (P) Paved Streets; (R) Rail Siding; (S) Sewers; (T) Telephone; (W) Water.

Iowa

Iowa "Manufacturing Meadows"—Clinton, Iowa (population 35,000), 138 miles west of Chicago on Mississippi River and Lincoln Highway (U. S. 30), 190 acres within city. Master plan by Skidmore, Owings & Merrill. Served by Chicago and Northwestern Railroad. Developed by Clinton Development Company, a civic-non-profit corporation. CHapel 2-4536. R. J. Stapleton, Managing Director. Services available: (a) (optional), (c), (e), (g), (f) (optional), (p), (r), (t), (w), restrictions.

Missouri

PAGE INDUSTRIAL CENTER—St. Louis—A planned industrial park, developed by Page Industrial Center, Inc., 7811 Carondelet, St. Louis 5, Mo., Edward L. Bakewell, Realtor, phone Central 1-5355, served by Rock Island Railroad, 60 acres with all services available on property. Restrictions.

AREA DATA REFERENCES

Studying plant location factors in various areas? If so, be sure to consult these reports issued by Conway Publications, top specialists in this field:

Area	Publication	Date	Area	Publication	Date
Western Mississippi (ID)		May, 1958	Memphis, Tenn. (MR)		May, 1956
Savannah, Ga., area (MR)		May, 1958	Jackson, Miss. (MR)		March, 1956
Knoxville, Tenn. (MR)		April, 1958	Chattanooga, Tenn. (MR)		Feb., 1956
Charleston, S. C. (MR)		March, 1958	Pacific Northwest (ID)		Jan.-Feb., 1956
Dallas, Tex. (MR)		Feb., 1958	Lower Va. Peninsula (MR)		Jan., 1956
Louisiana (ID)		Jan., 1958	Columbia, S. C. (IS)		Nov.-Dec., 1955
Cobb County, Ga. (MR)		Jan., 1958	South Texas (ID)		Nov.-Dec., 1955
Arizona (ID)		Dec., 1957	Roanoke, Va. (IS)		Sept.-Oct., 1955
Pennsylvania (ID)		Sept., 1957	State of New Jersey (ID)		Sept.-Oct., 1955
Canada (ID)		Aug., 1957	Anniston, Ala. (IS)		July-Aug., 1955
Petersburg, Va. (MR)		Aug., 1957	Chicago, Ill. (ID)		July-Aug., 1955
Southwest Ga. (MR)		July, 1957	Orlando, Fla. (IS)		May-June, 1955
Charlotte, N. C. (MR)		Feb., 1957	New England (ID)		May-June, 1955
Meridian, Miss. (MR)		Jan., 1957	North Carolina (ID)		March-April, 1955
Little Rock, Ark. (MR)		Oct., 1956	California (ID)		Jan.-Feb., 1955
Raleigh, N. C. (MR)		Aug., 1956	Minn. & Upper Midwest (ID)		Nov.-Dec., 1954
North Carolina (ID)		July-Aug., 1956	State of Florida (ID)		Sept.-Oct., 1954

(ID) Industrial Development (MR) Manufacturers Record (IS) Industrial South Consult your nearest business library, or, order back issues from Circulation Dept., Conway Publications, North Atlanta 19, Ga.

TRACY, CALIFORNIA—A COMPLETE COMMUNITY WITH A PROGRAM FOR HANDLING INDUSTRIAL NEEDS. (11,000) 61 miles east of San Francisco. Central Valley Region. Key distribution center for West Coast: 2 transcontinental railroads, intersection of interstate highways, 1 to 300 acre sites owned by SP, WP, City and private owners. All zoned, annexed, utilities, master plan. (E), (G), (P), (R), (S), (T), (W). 151 acres, and 61 acres privately-owned adjacent West Coast Headquarters H. J. Heinz Co. and American Siskraft Corp. 307 acres, Western Pacific tract, 13 acres, city-owned tract, Factual Sites File, maps and arials available upon request. Write Tracy District Chamber of Commerce, Tracy, California.

Available Sites

KIEL, WISCONSIN INDUSTRIAL PARK SITES—Low tax. Cheap Power. Seaway Close to fast-growing midwest markets. Recreation. See us on your vacation trip. Kell Industrial Development Corp., P. O. Box 7, Kiel, Wis.

SALISBURY, N. C., ZONED SITES WITH all utilities, outside city. Non-defense skilled labor pool. A center for pleasant living. Near Piedmont's largest cities. Modern airport. Excellent surface transportation. New recreation and service facilities. For complete data contact: William P. Pence, Chamber of Commerce (Telephone 5260).

CANADA—80 thriving industries and room for many more. Peterborough Ontario in the heart of the Kawartha Lakes District Zoned industrial sites, good labour relations. Direct routes to Canada's largest consumer markets. Resort living with metropolitan conveniences. CONTACT L. H. ENGHOLM, Industrial Commissioner, City Hall, Peterborough, Ontario.

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Leading ID Advertising Consultant to state governments, area-community ID commissions, utilities, railroads, advertising agencies serving ID accounts. Complete services for planning, budgeting and for preparing, producing and placing resultful ID campaigns. Consultation at reasonable fees your office or mine. Publisher of exclusive annual National Reports on State Dev't Advertising. Write or phone for details; state your problem. W. H. LONG, 5347 N. Santa Monica Blvd., Milwaukee 17, Wis.—W00druff 4-9359.

In New Orleans Jackson Warehouses, Inc. offers a complete shipping & warehousing service that is safe, convenient and efficient. Full insurance coverage for 7c per \$100 per year. Wire or write for rates or call FR. 5395. Jackson Warehouses, Inc.—an affiliate of S. Jackson & Son, Inc. Dedicated to efficient, dependable & trustworthy service since 1902.

Business Opportunities

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The Colonel Says

In recent weeks we'd seen just about everybody from the President on down urge us to "buy now." As a consequence, the government's savings bond people apparently have had to step up their efforts to persuade us to "save now." Wouldn't you hate to be a Russian agent with the job of keeping Nikita posted on what those hair-brained Americans are going to do next?

* * *

In these days of huge agricultural surpluses it's comforting to note that the Government Printing Office has just released a new bulletin on "Growing Vegetables In Town and City." (Catalog number A1.77:7/2, revised Jan. 1958.)

* * *

You can lead a horse to water, but you can't make him think.

* * *

From the U. S. Chamber's economic intelligence report comes the startling fact that nearly all murders—91.4 percent, in fact—are committed by people who are habitual eaters of mashed potatoes. An even higher number of suicides (93.2 percent) are committed by persons addicted to the mashed potato.

* * *

Continuing the study (designed to illustrate the economic thinking of certain parties quoted in the *Congressional Record*) the Chamber reveals that 87.9 percent of the inmates of all Federal prisons are confirmed eaters of mashed potatoes. "Can anything be clearer," the survey concludes, than that "mashed potatoes are a major cause of crime."

* * *

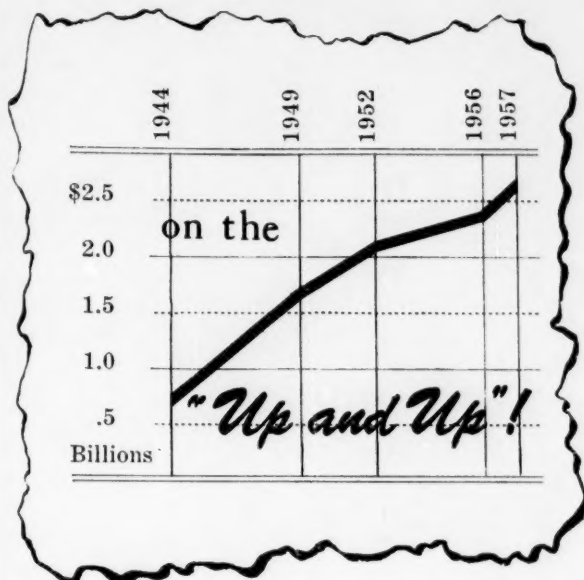
Interesting possibility of the month: an advertising trade publication, referring to ID's annual directory issue, calls it the *Sire Selection Handbook*.

* * *

The little kindergarten lad rushed in one afternoon and informed his mother that she must buy him a set of pistols, holsters and a gun belt, because he needed them at school.

His mother was skeptical about such a need and said so.

"Yes I do need them," he insisted. "The teacher said tomorrow she was going to teach us how to draw."



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1956	\$2,292,000,000
1952	\$2,141,000,000
1949	\$1,769,000,000
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